

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. F. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXI.

NEW YORK, DECEMBER 8, 1897.

No. 10.

"In time of peace prepare for war!"

BOOKS OPEN
TO ALL. : : :

Among Wheelmen

THE PHILADELPHIA RECORD

Is considered THE BICYCLE NEWS-
GIVER OF PHILADELPHIA. More reading
matter relating to the bicycle appears in its
columns than in published by any other newspaper
in Philadelphia.

It prints, in its weekly, all movements of the L. A. W.,
its official record of all happenings in
bicycle manufacture, and all happenings in
general, which feature creates a great demand for
"The Record" among lovers of the wheel, and this
makes it a most desirable medium for advertisers of
bicycles and accessories.

"The Record" is their best aid—compare its
wheel columns with other newspapers and you'll
know why. For sample copies and rates address

THE RECORD
PUBLISHING CO.
PHILADELPHIA.

Average Circulation in 1896:

Daily Edition, . . 170,402

Sunday Edition, - 124,234

For a Business Boom !

We have been for twenty-five years engaged in the special business of printing newspapers, employing competent editors and printers, and producing complete newspapers with very little assistance from publishers. We have always in type, ready for use, a choice selection of stories, news, fashion departments, children's columns, religious and temperance notes, current matters of science and invention, illustrations, etc.

Some of our customers have published papers mainly in the interest of advertisers, and we have produced for Dry Goods Houses and others many special papers in which interesting reading and displayed advertising were combined.

While preparing plans for increasing your business, bear us in mind. Our productions cost more than circulars, but they are worth very much more.

We print papers in more than a dozen different sizes.

Any further information is at your service.

UNION PRINTING CO.,
15 Vandewater Street,
New York City.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 26, 1895.

Vol. XXI.

NEW YORK, DECEMBER 8, 1897.

No. 10.

BAUMANN ADVERTISING.

A NEW YORK FURNITURE MAN GIVES HIS VIEWS AND EXPERIENCES.

To the average New Yorker the name of Baumann is very familiar. To him it immediately suggests furniture, so thoroughly have the Baumanns been identified with that for the past 30 or 40 years. And there are so many Baumann furniture business houses throughout the city, with so many and such various titles, that it would take a Philadelphia lawyer to make the proper distinctions between them. Fact is, though there are no less than nine stores in the city bearing the name, each in a different way, there are but three companies. One of these controls four stores, one three, and the third but two.

Jacob and Samuel Baumann constitute the members of the largest company under the name. Their stores are known as J. & S. Baumann, corner of Eighth avenue and Nineteenth street, S. Baumann & Bro., Sixth avenue and Fifteenth street, J. Baumann & Bro., Third avenue and Eighty-fourth street, and S. Baumann & Co., Eighth avenue and Forty-sixth street.

Then there is the concern of Ludwig Baumann & Co. Its three stores are Ludwig Baumann & Co., Sixth avenue and Seventeenth street, Ludwig Baumann & Co., Eighth avenue and Thirty-fifth street, and Baumann Bros., Third avenue and One Hundred and Twenty-first street.

The two stores run under the name of Leo Baumann & Co. are at Third avenue and Eightieth street, and 107 Avenue A.

All these various enterprises are an outgrowth of the parent concern of Baumann Bros., of Fourteenth street, prosperous and established more than a generation ago, and its three successors are relatives and owners and wearers of the name. The very nature of their businesses makes them liberal

buyers of advertising space, and of consequent interest to the readers of PRINTERS' INK.

Of the three concerns, the brothers J. and S. do the most distinctive advertising, and, perhaps, more than the others combined. They make it a special feature to advertise the furnishing of flats complete, which when first announced by them, proved a most startling and effective sensation. This feature they have now familiarized to New Yorkers by their insistence, and it forms the bulk of what they have to say to the public. So closely and well have they pursued this line of business that, though they have many imitators, they probably do furnish more flats than all the others combined, especially so far as people of the middle classes are concerned. In addition to their newspaper advertising, and to supplement it and guarantee all they claim, they continually make attractive displays of furnished flats in the ample show windows of their store at Eighth avenue and Nineteenth street. These flats are made to correspond in every respect with those announced, so that on a comparison, there may be no errors.

The advertising of the Baumanns is done through Mr. I. Zeimer, who furnished the facts herewith to the representative of PRINTERS' INK. Said he:

"The advertising of our four stores is as distinctive as though there were no connection between them. Each strives to cater to the public in its vicinity, and keeps that point steadily in view. We tried for quite a time, and very thoroughly, to see whether we could not make general announcements which would cover all of them. But it would not work. We found that it was not only useless, but positively harmful. So now each store has even a distinctive style. Thus the Third avenue warerooms addresses its announcements to the working classes. It tries to preach cheapness and the fact that we are doing business on the

installment plan; that every honest man, no matter how lowly his station, or restricted his circumstances, can make arrangements here for furnishing a neat and pretty home, however humble, and the terms can be made to suit his purse. At our Eighth avenue and Nineteenth street store, we make it a specialty to address young couples of moderate means, and people of the artisan class, who intend to go to house-keeping. These include the small tradesmen and clerks; also women workers, such as seamstresses and stenographers; all people of some small means, of good characters, economical and thrifty. Our Eighth avenue and Forty-sixth street store strives after both of these publics. From the Sixth avenue and Fifteenth street store, we cater to the very best of trade. Although, if desired, we make arrangements for installment payments here, in our announcements we address mostly cash and charge customers, for whom nothing is too fine. In this store we do the cream and the bulk of our business—fully \$1,500,000. In the other three combined we do about a similar amount.

"We are what may be called general advertisers, that is we advertise to the general public, not restricting ourselves to any method. But after an experience with various kinds of mediums, at the present time we are centering all our advertising expenditure in the daily papers. We have tried the magazines, the suburban dailies and weeklies, the religious press, the trade journals, the humorous and other weeklies and quite some special publications. All of these proved that they did not compare in value with the city dailies, and we have narrowed down to them. From the inception of the present firm, ten years ago, advertising was the foundation upon which our trade was built, and that decade was throughout an experimental course in advertising. We have still some contracts running, but when they expire we shall not renew, but may test the street cars and the L roads in their place. We have never yet been in them, and according to our usual policy will give them a fair trial. Then we shall probably try posters and bulletins, unexploited methods as yet. We have tried novelties, booklets of various kinds; cook-books, cards, and incidentally circularizing, but the more we have tried, the firmer our faith has grown in

daily newspapers. Programmes, too, proved ineffectual as far as our experience went.

"So that narrows us down to the daily papers, and only to a part of them: The *World*, the *Journal*, the *Sun*, the *Press*, the *Evening Telegram*, the *Evening Sun*, the *Evening World*, the *Evening Journal*, the *News*, the *Staats Zeitung* and its evening edition, the *Morgen Journal*, the *Mail and Express*, the *German Herold*, the *Commercial Advertiser*, the *Sunday Review*, and the *Courrier des Etats Unis*, and the *German Zeitung*. And we think of adding the *Times* for our Sixth avenue store, for we consider it the best of the morning dailies.

"You will notice that the *Evening Post*, the *Herald* and the *Tribune* do not appear in this list. The reason is that our Sixth avenue store has lain fallow for some time, and none of the other warerooms could get any benefit from these mediums. When we begin advertising it actively once more we shall employ the entire city press.

"If you will take the trouble, you will note that we are continuous advertisers. We do not let up on keeping our name before the public. Our preferred space is about double half-column, and on Sundays from a quarter of a page to half a page. Indeed amongst all our stores we often take as much of a Sunday as an entire page.

"We often run to reading notices, and we like them, for we find them very effective. Perhaps the reason for that lies in the fact that this space is freely accorded to us by the papers as a gift in return for the large space which we pay for, and that the papers send their reporters to write us up for these readers. At any rate they all bear the air of truth, and are so convincingly written up that they are good trade-winners.

"You know, perhaps, that we do quite a large mail order business. We have built it up entirely through the morning and Sunday papers. Consequently it all lies within a radius of 100 miles. We have made it our policy to pay the railroad expenses of all our customers who come from within that distance. Although sometimes this is expensive, we find that it pays.

"This mail order business serves for another end, too, bearing on advertising. The customers, or orders which it brings to our stores, will readily inform us, on inquiry, what advertise-

ment brought them in. We credit the paper which accords us the sale, making, of course also, liberal allowance for unascertainable results. Then when we have found the number of answers and amount of trade a paper yields, we give that paper a just quota. Thus, if an ad, or a series of them, yield us \$5,000 worth of business, say worth, let us put it, \$750 in profit, we are glad to run \$500 worth of space in that paper. In other words, we are willing to pay any publication or source about 10 per cent of the trade which it brings in—an eminently fair amount.

"In another way, too, we try to ascertain the respective values of mediums. We take papers in succession and submit them to this test. We start the publication, say on a 50-line single column ad, watching closely trade returns, and as these increase from that source as far as we can find out, we increase our space too, being pretty well able to follow up results."

"Opinions seem to be divided, Mr. Zeimer, on the respective values of the afternoon and the morning paper. Which do you prefer, and why?"

"We prefer the afternoon papers for our purposes on the whole, because they are brought home to the women folks, who are the real shoppers and buyers. But we prefer the Sunday papers to both, provided the ad is conspicuous, and a small ad in a Sunday paper is the height of folly. Besides the Sunday papers cover an immensely larger field than any of the week-day editions. They are, as I said, the prime source of the mail order business we are building up."

"Can you tell me the amount of your appropriation?"

"It was no less than \$100,000 this year. Practically all this was spent on dailies. Not five per cent went to other mediums. Our appropriation for the coming year will be still greater."

W. J. BLACK.

A WINDOW-CURTAIN WINDOW.

In a Philadelphia window I saw a miniature window frame, perhaps three feet high, fitted with shade and spring roller. A prettily-dressed doll turned a dainty crank, and the shade slowly raised—wound up—then "click!" and down it came. This process went on continually, a little electric power and simple mechanism doing it all. But it was effective. It attracted the attention of almost every passer. It illustrated the up and down of a shade perfectly.—*Dry Goods Economist, New York.*

Dictionary advertising should be well worded.

SHOP MOTTOES.

—Our advice is never proffered unasked.

—Our low prices do not mean poor quality.

—We do not fear scrutiny or comparison.

—We do our drumming by giving bargains.

—The modern pace we try to keep step with.

—Make this store as familiar as your own house.

—Bargains that will please you are on every shelf.

—Our shelves refuse to hold what is out of date.

—Answering questions is what we are here for.

—Let your wish—not ours—prompt the purchase.

—If you see an article here, you see a good article.

—There are goods not in sight that may please you.

—Any mistake you make in buying we gladly correct.

—Years of study and experience are a part of our capital.

—There are other good stores—but we won't be surpassed.

—Come to-morrow to decide, if you're not sure to-day.

—Why be in a hurry? You may have the whole day here.

—We should not profit by selling you what you don't want.

—We have all the time there is—take what you want of it.

—If you are in doubt, don't decide to-day; come to-morrow.

—Don't give us your money until you see your money's worth.

—Nothing is too good for our store. Poor goods we refuse to buy.

—Doing business, and trying to please you, is not "trouble."

—The good merchant is judged by his sales—not by his sayings.

—We can sell below cost sometimes—and below value at all times.

—Orders through your servant, or otherwise, receive our special care.

—We study to please the most fastidious. The store that doesn't is a failure.

—The best persons make mistakes—and so do we; but we are ready to correct them.

—We want to show goods as often as you ask for them. That is our greatest pleasure.

A MODEL PROSPECTUS.

One of the best country weeklies in Iowa is the *Hedrick Journal*. The heading of this newspaper gives so much information in regard both to the newspaper and the town that it is here reproduced in its entirety:

HEDRICK is one of the most prosperous little cities in Iowa. Its business enterprise and tireless energy have become too well known to need extended mention. It is the trading center of a large area of thickly populated territory, and is the junction of three important railways, the Chicago, Milwaukee & St. Paul, Iowa Central and Burlington & Western (branch of the C. B. & Q.), giving unexcelled facilities for transportation. Twelve regular passenger trains stop daily at the depots, running in in every direction. Hedrick has a population of 1,500 and is steadily growing. It has splendid public schools, is the location of the Hedrick Normal School; four churches afford ample opportunity for those who wish to worship; branches of the most important secret societies are fully organized; the people never go to sleep, but keep up the hum of business every day in the year. The Hedrick Kite Track is another enterprise of which the city is justly proud, and its meetings furnish amusement to thousands of strangers each year. Hedrick is well fitted to make a home for all industrious and enterprising men and women seeking a location. All such are welcomed, and letters of inquiry are cheerfully and promptly answered.

THE HEDRICK JOURNAL

R. S. MARTIN & SONS, PUBLISHERS.

THE JOURNAL is published every Wednesday, and is entered in the Hedrick post-office as second-class matter.

THE SUBSCRIPTION PRICE is \$1.25 per year, 65 cents for six months, 35 cents for three months. All subscriptions payable in advance.

TO DISCONTINUE the paper notify the publishers by card or letter. All arrearages must of course be paid. THE JOURNAL is never sent to any one unless they order it themselves, or some friend orders and pays for it. It is never forced on to any one.

COMMISSIONS are paid on new subscriptions to any one who desires to work for us. No commission paid on renewals. Postmasters and others who desire to make a little money by hustling subscriptions are invited to send for our terms to agents.

ANY SUBSCRIBER who gets us five new subscribers for one year will have his own subscription extended one year. The names need not all be sent in at once, but may be sent in one at a time. Show THE JOURNAL to your neighbors and take their subscriptions.

NEWS ITEMS are always gladly received, subject to the editor's pencil. Spicy news communications are requested from any neighborhood. Local news items are desired always.

SCHOOL TEACHERS, Ministers and Physicians are especially requested to notify us of all reports, announcements, incidents, etc., that are of local interest.

REGULAR CORRESPONDENTS are desired in many towns and communities within twenty miles of Hedrick. Write for terms and instructions to correspondents.

SHORT ARTICLES on subjects of interest can frequently be used. Articles dealing with politics, religion or personalities are not available for our use.

ANONYMOUS communications will not be noticed. Sign your name. It will not be published unless you desire it. Write on one side of the paper only, and be careful in giving names and dates to have the letters and figures plain and distinct.

ADVERTISERS are reminded that THE JOURNAL is one of the best advertising mediums in Southern Iowa, its circulation reaching a splendid field of well-to-do buyers. Our rates are very low and are alike to all.

WITH NO EXCEPTION, THE JOURNAL has the largest circulation of any paper in Keokuk County. The correctness of its rating is guaranteed by the publishers of the American Newspaper Directory, who will pay a reward of \$100 to the first person who successfully assails its accuracy.

OUR PRESS ROOM is open at all times to the public. We have no figures to conceal.

PRINTERS' INK, the recognized weekly journal for advertisers, is on file at this office, and may be consulted at any time by any one interested.

It will be noted that the *Journal* keeps PRINTERS' INK on file at its office, where it may at all times be consulted by advertisers. This circumstance alone marks the Martin family as men of sound sense and great intelligence. The notice of Hedrick, which heads the quotations here given, is interesting and well calculated to convince an advertiser that it is a point of too much importance to be overlooked. Whatever the other good features of the place, it certainly is fortunate in possessing a firm of newspaper publishers who are so enterprising and who believe so thoroughly in advertising the advantages offered by their paper and possessed by the town from which it emanates.

NEWSPAPER AND MAGAZINE NAMES ILLUSTRATED.



"HAPPY DAYS."

THE CIRCULATION
OF

The Sun

in New York
is double that of the *Herald*, and
far above the combined
circulations of the *Herald*, the
Times and the *Tribune*.

The Sun's
CIRCULATION

has now for several months been
at the highest level it
has enjoyed in 15 years, or
since the period
in which it was the only 2-cent
newspaper printed in
New York.

A POPULOUS ENVIRONMENT.

A Boston newspaper issues the cut below and asserts that within fifty miles of Boston there are 2,392,394 people, while within fifty miles of Philadelphia there are but 2,364,041; within fifty miles of Chicago there are 1,915,716, and



within fifty miles of St. Louis 912,910, being a good deal less than half the number to be found within fifty miles of Boston, and from this showing the Boston publisher argues that advertisers in the papers of that city may get better results for less money than in the papers of any of the other cities named.

ADVERTISING IN THE WINDOWS OF VACANT STORES.

People who have noticed the windows of stores that are "to let" may have observed that they are often plastered up with posters, mostly of the theatrical and music hall class, but they may not have considered how the "space" was obtained or how much was paid for it. The "lithograph man" of a theater always has his eye open for vacant stores or those about to be vacated. He at once goes to the agent or owner and offers him a certain number of "dead-head" tickets—according to the importance of the "stand"—in payment of a permit "to put a bill in the window." The unsuspecting agent, landlord or janitor agrees, and forthwith the entire window or windows become filled with bills of nearly every theater in town. The nominal "reuter" of the space levies a small tax on the other theaters to which he "sublets" desirable spaces, and in many instances the permit, which he virtually receives for nothing, becomes a fairly valuable holding so long as the store remains untenanted.

One case is known to the writer where one of these "poster speculators" got a permit

from the owner of the store to use the windows for advertising purposes while the place was unoccupied. The "price" was two theater tickets every week, but the astute lessee drew \$20 a month for nearly five months from the different advertisers to whom he farmed out spaces. Verily there is more in the advertising business than the outsider dreams of. J. C. G.

WHAT GOOD ADVERTISING IS.

Good advertising consists in making known that you have something to offer that people want, and making it so thoroughly known that you will be able to dispose of all you have for sale. It does no good to advertise something you have not and create a demand you can not supply. That sort of advertising is certain to end in embarrassment, if not with something worse.—Tacoma Ledger.

Timmins—Oh! I would like to do a thing to that proofreader.

Simmons—What's the matter now?

Timmins—I wrote "all nature seems a vast pervading sob," and he made it "sob."—Exchange.

Three Popular Supplements

ATTRACTIVE FEATURES OF

The New York Times.

ILLUSTRATED WEEKLY MAGAZINE, sixteen pages, accompanying every Sunday edition. Valuable medium for high-class magazine advertisers. Rates forty and fifty cents per line. No extra charge for display. Subscription price, Sunday edition, two dollars per year.

REVIEW OF BOOKS AND ART, eight pages, accompanying every Saturday edition. Best medium for announcements of book publishers. The New York Times carries more book advertising than any other New York newspaper. Rates, book review supplement, twenty and twenty-five cents per line. No extra charge for display. Subscription price, Saturday edition, one dollar per year.

WEEKLY FINANCIAL REVIEW AND QUOTATION SUPPLEMENT, eight pages, accompanying every Monday edition. Best medium for financial advertising. The New York Times carries more financial advertising than any other New York morning newspaper. Rate for all financial advertising, thirty cents per line. No extra charge for display. Subscription price, Monday edition, one dollar per year.

SAMPLE COPIES, ANY OR ALL EDITIONS, FORWARDED ON REQUEST.

The New York Times.

"All the news that's fit to print."

A MODEL PRESS ASSOCIATION.

It is said that the Suburban Press Association of New England was formed by publishers who found that in the regular State association there were not offices enough to go around. Some color is given to this extraordinary charge by the latest catalogue of the said Suburban Press Association, in which may be found pictures of seven vice-presidents and the names of one hundred and four other vice-presidents whose pictures appear to have been crowded out for want of space. One hundred and four vice-

rectory are "beneath contempt." It was this same association that has, in times gone by, passed resolutions; intended to discourage the growing practice on the part of advertisers of having their advertisements reset from time to time. It would be interesting to know what sort of methods would be up to the level of the contempt of such an association as this.

LETTER FROM A MEMBER WHO WASN'T THERE.

Office of "THE ENTERPRISE,"
Albert H. Fuller, Publisher.
BROCKTON, Mass., Dec. 1, 1897.

Editor of PRINTERS' INK:

I am in receipt of your communication of Nov. 30, asking if I was present at the meeting of the Suburban Press Association in Boston when a resolution was adopted to the effect that the American Newspaper Directory was beneath contempt. I was not present at that meeting. If I had been there I would have opposed such a resolution. It is to be regretted that the very agreeable gentlemen who practically run the association so often expose themselves to just criticism in their foolish attempts to get even with Rowell. As a matter of fact, every member of the Suburban Press Association can have his paper correctly rated in Rowell's Directory without money and without price, and they all know it. That foolish resolution, spread broadcast throughout the country, exposes some members of the association to the suspicion that they do not desire correct ratings for their newspapers. Personally I am sorry such action was taken. The association is unquestionably on the wrong track in the Directory matter.

ALBERT H. FULLER.

NEWSPAPER DIRECTORIES IN NEWSPAPER CONVENTIONS.

Office of
"THE EVENING ARGUS."
G. T. Campbell, Managing Editor.
Owosso, Mich., Oct. 28, 1897.

Geo. P. Rowell Adv. Agency:

The Inland Daily Press Association, at its next meeting, Nov. 9th, will discuss the subject of newspaper directories; are they beneficial to newspaper publications? If you can furnish me with any argument, data, etc., on this subject, I shall be obliged.

G. T. CAMPBELL.

NEW YORK, October 30, 1897.

Mr. G. T. Campbell, Managing Editor
"Evening Argus":

DEAR SIR—Your letter of October 28th is at hand. We believe that in any convention of newspaper publishers, where the subject of newspaper directories is discussed, they will arrive at the conclusion that newspaper directories are all bad, and that the newspaper directory that is most carefully edited is the worst. We do not see how they can arrive at any other conclusion, because poor papers are in the majority at every convention at the proportion of from nine, nineteen or twenty-nine to one, and the directories are bad for the poor paper, although valuable for advertisers and very valuable for the good papers. We are

Your obedient servants,
THE GEO. P. ROWELL ADVERTISING CO.,
Per T. F. Kennedy.



SEVEN SAMPLES OF THE ONE HUNDRED AND FOUR VICE-PRESIDENTS OF THE S. P. A.

presidents for an association of only one hundred and thirty-eight members is certainly a liberal distribution of offices. Among the one hundred and thirty-eight members of this association there are only seventeen newspapers that allow their circulations to be known, and of the one hundred and thirty-eight there are exactly sixty-eight that print editions varying from four to forty quires—that is, there are sixty-eight papers in the association that don't have average issues reaching a thousand copies. It was this association that recently resolved, at a meeting in Boston, that the methods of the American Newspaper Di-

THE SAN FRANCISCO ..CALL..

JOHN D. SPRECKELS,
PROPRIETOR.

W. S. LEAKE,
MANAGER.

Best Staff of Correspondents !
Best News Service !
Best Local Equipment !

The Great Family Paper.
Into the Homes it goes.

Published every morning in the year.



CIRCULATION EXCEEDS

50,000

DAILY.



For sample copies, rates and further information, address

DAVID ALLEN,

Eastern Representative,

188 World Bldg.

New York.

OPTICAL ADVERTISING BOOKLETS.

Opticians frequently send us requests for such optical advertising matter as would be suitable for a little booklet for advertising purposes. A sample booklet just to hand from a Western optician contains one page which might be incorporated with benefit in any such advertisement. It is entitled, "How to Treat the Optician," and says:

"When you visit the optician you must remember he stands in the relation of a family physician to you. Few people wear spectacles for fun. There is no more reason for your dictating to him what you will or will not wear, than there would be for you to tell a physician what kind of medicine you must have. Answer all questions candidly, and do promptly whatever he asks in testing your vision. He has his trial frame and lenses and other apparatus, and a mode of procedure for accurately measuring the eye—there is no guesswork about it. If he asks you to read letters on a test-card, fifteen or twenty feet distant, begin with the large letters and read aloud as far as you can see them distinctly. Do it promptly, as he may have other patients waiting and his time is valuable. Do not strain the eye trying to read a line which is not clear; the optician's duty is to find a lens to do that work. After he has found the status of the case in his own manner, he will be able to give you glasses for distance, or reading and near work, which can not fail to suit. If he finds you should wear spectacles all the time, *you must do so or you relieve him of all responsibility.* If he tells you the glasses he prescribes will be uncomfortable at first, don't throw them away when his prediction is fulfilled; take them off a little while and let your eyes rest, then try them again. There are some errors which are hard to overcome, but if you persist in using the glasses the worst cases will come around all right in three or four weeks, and you will always be thankful you followed his advice. If you want to wear eyeglasses and he advises spectacles, take spectacles. You may choose between steel, nickel, gold or alloy frames, as the lenses will fit equally well in either, and there is a difference in

prices; but there your choice should cease. The frame should be made to measure as well as the lenses, for, no matter how perfectly the lenses are ground, unless they are held in the proper position before the eye to be relieved, the expected relief will not be experienced. *Remember the time the optician says you should have your glasses changed. Follow directions and save your eyes.*"

This style of talking is pleasantly conversational and convincing, and helps to place the optician on the right footing with possible patients.—*Keystone.*

BANKER'S ADVERTISING.

J. Henry Townsend, assistant secretary of the Knickerbocker Trust Co., of New York, says of advertising: The object to be attained in advertising, so far as concerns an institution like ours, is to make its name familiar to the people who are possible clients, convincing them that our institution is absolutely sound. Our principal advertising must be in the city dailies all over the United States and in one or two of the best financial papers. We consider that we derive absolutely no benefit from such mediums as magazines, illustrated papers, lithographic cards, etc. The circulation of the paper used must be looked into, and not only the size of its daily circulation, but the character of its readers must be considered. We do not consider frequent changes of mediums a good thing, for we believe the constant presenting of the name of the company to a person will do more good than presenting it for a week, a month or six months, and then have him lose sight of it.—*Utica (N. Y.) Daily Press.*

SUBURBAN POPULATION.

Suburbs are an uncertain and indefinite quantity. Boston, including its suburbs, is as big as Philadelphia, or nearly so, but who gives the New England metropolis credit for any such size? Pittsburg, taking account of its suburbs, is far larger than Cleveland, Cincinnati, Buffalo or San Francisco, but few persons stop to make such allowances for the chief city of the "State of Allegheny."—*Up-to-Date Distributor, Cleveland, O.*



BUSINESS IN SOUTHERN ALASKA LOOKING UP.

These advertisements are reprinted from the Juneau (Alaska) "Star," a brightly lit paper that to the New York Times Co.

—St. Louis Republic.

THE MORNING HERALD, BALTIMORE.

Daily, Sunday, Weekly.

THE HERALD is the only paper in Baltimore whose circulation books are open to inspection.

THE HERALD has the largest Sunday circulation in Baltimore.

THE HERALD has the largest daily circulation in Baltimore—with one exception.

THE HERALD is the only paper in Baltimore willing to swear to its circulation.

THE S. C. BECKWITH SPECIAL AGENCY,

Sole Agents Foreign Advertising,

Tribune Building, New York.

The Rookery, Chicago.

American Newspaper Directory for 1897.

A CONFIDENTIAL INFORMATION BUREAU CONCERNING THE CHARACTER AND CIRCULATION OF NEWSPAPERS.

THE AMERICAN NEWSPAPER DIRECTORY for 1897, December issue, is now ready for delivery.

The subscription price for one copy is five dollars, as heretofore.

Orders are solicited for this issue, or for an annual subscription covering the four quarterly issues of the Directory, which will hereafter appear on the first day of March, June, September and December.

A yearly subscription will also include a subscription for PRINTERS' INK, a journal for advertisers, issued weekly.

The price of an annual subscription, as specified above, is twenty-five dollars; and the subscriber becomes a member of the Confidential Information Bureau of the AMERICAN NEWSPAPER DIRECTORY, and as such member, and in consideration of the payment of the sum of twenty-five dollars, strictly in advance, will be entitled to and allowed the privilege of applying to the publishers of the Directory, at pleasure, for a confidential report concerning the circulation or character of any newspaper credited by the AMERICAN NEWSPAPER DIRECTORY with a circulation rating greater than 1,000 copies per issue.

Such confidential reports will be supplied to subscribers whenever called for.

GEO. P. ROWELL & CO., Publishers of
AMERICAN NEWSPAPER DIRECTORY AND PRINTERS' INK,
No. 10 Spruce St., New York.

SUBSCRIPTIONS ARE NOW SOLICITED.

Among the first subscribers to the Confidential Information Bureau were:

The President of the American Newspaper Publishers' Association.

The Royal Baking Powder Co., 100 William St., N. Y. City.

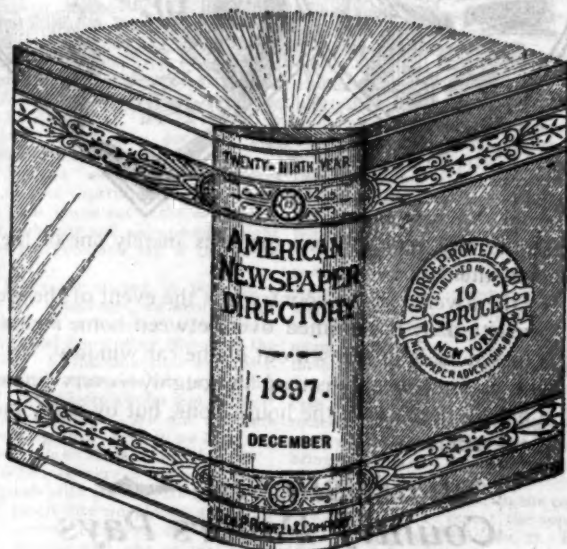
The Procter & Gamble Co., Cincinnati, Ohio.

Messrs. Wyckoff, Seamans & Benedict, 327 Broadway, N. Y. City.

The J. C. Ayer Co., Lowell, Mass.

Messrs. James Pyle & Sons, 436 Greenwich St., N. Y. City.

ISSUED DECEMBER FIRST!



1320 PAGES.

Price, Five Dollars.

(Sent, Carriage prepaid, on receipt of price.)

Address

GEO. P. ROWELL & CO., Publishers,

No. 10 Spruce Street, New York.



To the city man the newspaper is merely one of the incidents of the day.

To the dweller in the country it is the event of the week.

The city daily is skimmed over between home and office and is tossed aside or thrown out of the car window.

The country weekly is read thoroughly—every line of it—and not by the head of the house alone, but by every member of the family.

Advertising in Country Papers Pays

It should pay better than ever now when the people have money to spend. It has been a good year for the farmer especially. It will be a good year for the advertiser who solicits trade, and solicits it NOW.

Full particulars of 1,500 Country Weeklies—the best in the Great Middle West—on request.

We shall be glad to send a Catalogue of our papers to any one applying for it.

CHICAGO NEWSPAPER UNION

10 Spruce St., New York

93 South Jefferson St., Chicago

ADVERTISING AND INTRODUCING TYPEWRITER SUPPLIES.

MR. PIERCE, OF THE MILLER-BRYANT-PIERCE COMPANY, OF AURORA, TELLS AN INTERESTING AND UNIQUE STORY.

It was one Sunday afternoon that I met Milo M. Pierce in the corridor of Hotel Bishop at Aurora, Ill. Mr. Pierce had just returned from the post-office and was perusing mail orders from Amsterdam and Bombay.

Pierce knows that I am interested in advertising. That is why he handed me his letters from beyond the seas with the remark: "Those orders are directly traceable to our ad in the *American Stationer*."

The Miller-Bryant-Pierce Company, incorporated, manufactures typewriter ribbons and carbon papers at Aurora. There are but eight similar institutions in America, and seven of these are east of Rochester. Mr. Pierce is the business man of the concern. His partners are expert chemists.

"You see" said he, "that there are two distinct departments in our work. The most important is the laboratory. The publicity and salespeople might be ever so good and fail if the goods were faulty.

"When we started in business a year and a half ago, we went to work to make a typewriter ribbon that would excel every other ribbon in the market. At the same time we experimented to prepare carbon papers that would make more copies and outwear any other carbon. We did not start advertising until we felt we had succeeded in both these undertakings.

"When we were prepared to show our goods with absolute confidence in their superiority we placed an ad in the *American Stationer*, the *Southern Drug Review* and one or two other trade publications.

"We introduce our goods by first obtaining the address of every firm using a typewriter in any selected city. This is no trick at all. We've complete lists of all the machine owners in ten States. Every one of them receives a circular letter. A day or two later our representative calls, the circular having already tilled the field preparatory to his coming.

"Our man makes a deal with the best firm he can find to handle our goods. Then he calls upon those who own machines, takes what orders he can and tells every operator that the

goods will be always on sale at Mr. So and So's. We do not expect a traveler to make us a profit. Our ribbons retail at a dollar each and our carbon paper at \$2.50 to \$3.50 per hundred sheets, so that a great many orders must be taken to support a man on the road. But being once established in a town, we are sure to receive at trivial cost a steady patronage through our agent there.

"There are, however, hundreds of towns in which a few typewriters are used in which it would not pay any dealer to carry a stock of supplies. Then there are thousands of big concerns running dozens, sometimes hundreds, of machines. These firms buy supplies in large lots and seldom of an agent.

"To reach these two classes of buyers we use a comprehensive system of circularization. We have a set of ninety-five different circular letters, each one numbered, and we guarantee that one of these will fit every phase of the typewriter supply business. We do not have our circulars printed except in occasional lots. Ninety-nine out of a hundred of them are typewritten as we need them.

"Now, for instance. Suppose it comes to our knowledge that George Jones & Co., of Sandusky, use one or more typewriters. They must need our goods. We turn to the firm's name in Dun's big book. We find them rated well. We want their trade. Circular No. 19 will about fit their case. Miss Blank is called and is directed to send Form 19 to them. About twenty-four hours later a neat letter brings the merit of the Diamond Brand line to their attention.

"No response comes. In the course of a few weeks we repeat the application, sending, say Form No. 27. Each time we send a circular a record of the date and form number is made for ready reference. It may be necessary to send several letters before an answer is received. Each circular contains the offer of a sample ribbon for the asking. At last the request comes. The ribbon goes. So do the prices. Then we get an order.

"We send out about fifty letters to new names each day. Occasionally every one of them brings an answer. In that event we get small orders from the majority of them. Sometimes we do not get replies from more than three or four out of fifty. The number of answers varies greatly as we

strike the fields of the stronger of our competitors or find territory either unoccupied or in the hands of makers of poor and cheap goods.

"I believe that we sell to two-thirds of the people who answer our circulars, and the merit of our products usually makes steady customers of them. Occasionally we get requests for samples from correspondents who mention our ad in one or the other of the trade papers. Our space in the *American Stationer* costs \$225 a year, but it has sold enough goods to make it a profitable investment. For our business, however, nothing pays so well as the letters. They reach the very people we are after, and there is no waste or duplication.

"Of course circularization as we do it is expensive. Our outlay is considerably in excess of the customary two or three per cent of sales. Probably every circular costs us between four and five cents. Recently we sent letters to a list of three hundred European users of typewriters. These cost us nearly eight cents each, but we've already had enough returns to pay us for the expenditure.

"We now sell fifty-five railroads' all their typewriter supplies. We also supply four departments of the government, those of justice, war, agriculture and the treasury. Besides this we sell ribbons to several manufacturers of typewriters.

"About the possibilities in our line? Well, there are hundreds of thousands of typewriters in more or less active use and the number is increasing by hundreds each day. Most machines print through ribbons. A good ribbon will stand a month's constant use, eight hours a day. We sell large quantities of carbon paper. Many firms now use it to preserve a copy of all their correspondence, instead of employing the old fashioned copy book and press. We started to get orders for this line by circularizing every one of the thousands of names in the *American Stationer's* trade directory, which lists all stationers, blank book makers, railway purchasing agents and other dealers and large buyers.

"To my notion the foreign trade promises us great things. There is no manufacturer of good typewriter supplies in Europe. The typewriter is an American machine, but it is a fact that there are not more than half a dozen chemists in the United States who pos-

sess the secret formulas which produce really good typewriter ink. The cloth we use for our ribbons is made in England, but the cotton comes from the South Sea Islands. Just now a hundred typewriters are being sold in Europe every day and the demand is increasing. Every machine requires supplies, and we are establishing agencies in all the business centers.

"No, we've no thought of general advertising, although not a day passes without our being solicited to try an ad in some medium ranging from a high-class magazine to a country weekly. We think that they all scatter fire too much to be of value to us."

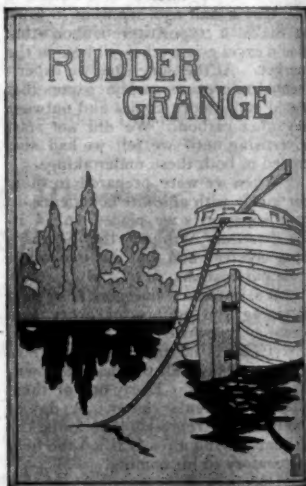
H. B. HOWARD.

FRANKNESS COUNTS.

If advertisers only knew it, it is so much better to be absolutely frank with the public. The representations of a concern are soon rated at their true worth, whether made by the proprietor and salesmen at the store or by the advertising man through the newspaper columns; and to just the degree that they are recognized as dependable, do they count.—*Ad Sense*.

OUGHT TO BE A WINDMILL.

The National Advertising Company, of Seneca Falls, are reinforcing their power with a McCormick turbine water wheel of one hundred and forty horse power capacity.—*Rochester (N. Y.) Chronicle*, Sept. 18, 1897.



THE designing of book covers threatens to become an important phase of art and incidentally of advertising in the near future.

REPORTS BY

Dun and Bradstreet

prove that there is no section
in the United States as prosperous
to-day as that within
a two hundred mile radius of
Spokane, Washington.

The Spokane Spokesman-Review

Daily and Twice-a-Week

covers this distinctive field.
It is pre-eminently a home
paper.

In the eye of the advertiser a medium is judged by three things :

- 1.—The character of the publication.
- 2.—The extent of its circulation.
- 3.—The quality and quantity of its advertisers.

FOUR O'CLOCK

the unique magazine success of the year, should interest advertisers because :

- 1.—No other publication in existence is giving so much for a paltry nickel as **FOUR O'CLOCK**. Bright stories, beautiful illustrations, artistic cover poster each month. Original to the core. Unique but not freaky.
- 2.—We guarantee and are able to prove 62,500 circulation each month. Each month's issue sells better than any previous. Its circulation is not confined to any particular territory. It reaches the best people wherever they are—North, South, East or West.
- 3.—**FOUR O'CLOCK** for December contains over twenty pages of *paid* advertising, including Pears' Soap, Armour & Co., Quaker Oats and other of the high-class advertisers ; they believe in **FOUR O'CLOCK**—they use it.

FOUR O'CLOCK's rates will be advanced soon. Moral : Get in line NOW.

A. L. SWIFT & CO., Publishers,
1123 Broadway, New York.
180 Monroe Street, Chicago.

A California Paper

The Sacramento Newsy,
RECORD- but
UNION not
 is the sensational.
 cleanest Best
 and best medium for
 family advertisers in
 paper Central and
 in Northern
 California. California.

THE S. C. BECKWITH SPECIAL AGENCY,
 SOLE AGENTS EAST OF THE ROCKY
 MOUNTAINS. NEW YORK AND CHICAGO
 OFFICES. ♣ ♣ ♣ ♣ ♣ ♣ ♣ ♣ ♣ ♣

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of *PRINTERS' INK* may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. *PRINTERS' INK* pays the freight.

"MARYSVILLE TRIBUNE,"

Established 1848.

MARYSVILLE, O., Nov. 27, 1897.

Editor of *PRINTERS' INK*:

DEAR SIR—How does the inclosed suit the occasion? I had this printed on postal cards and mailed to every merchant in the town. Actual cost, one dollar (for the cards). Within an hour after mailing received an order for three inches, four weeks, amounting to three times the cost of the cards. Yours truly,

JOHN H. SHEARER.

have known it to be done many times—have done it myself and I know it pays.

I haven't much confidence in a single card sent out by itself. The way to make cards effective is to make them continuous.

The publishers of *PRINTERS' INK* have the right idea when they send out a card a day for forty or more days. Perhaps the first five or six cards may be unnoticed and unread, but if they keep on coming and have any sort of an interesting look about them, sooner or later a greater or less number will be read, and so the advertiser's message will be conveyed to his possible customers.

Sending out a single card is like putting a single ad in the newspapers—it seldom pays. One-time insertions in papers of any kind are likely to prove very unsatisfactory. At the same time I know of only one paper in the United States that makes any special effort to steer people away from one-time insertions. That paper is the *Ladies' Home Journal*, which is now running a series of one-column advertisements in the *Dry Goods Economist*. Almost every one of these ads bring out strongly the point that it is continuous advertising that pays; that the *Ladies' Home Journal* does not invite advertisers to make one-time insertions in its columns; that, as a matter of choice, it would just a little rather not have an ad at all than to have it for only one time, or for two or three times.

It is continuous, bold advertising that pays. Once in awhile you find an advertiser who has made a success by running small ads continuously, but the great successes are made by the use of great spaces.

Most all the advertising that is done, both local and general, is too much scattered. The local advertiser thinks that he must advertise in every paper in his town. And right there is where he makes a mistake. Nine times in ten he would make more money if he confined his efforts almost exclusively to the best paper and stayed out of the others. There are only a few towns in

BUSINESS HINTS

ON

Christmas Advertising.

Now is the time to push for trade.

The *TRIBUNE* can aid you.

It reaches the country people.

And those in town.

If you haven't time to write an "ad"

Let us help you.

First come will get the choice positions.

Holiday advertising should be done at once. Three weeks before Christmas is none too early. By directing attention to your goods before others commence to advertise, you gain a distinct advantage.

Point out the fact that shopping is a disagreeable task after the holiday rush has commenced.

Boom your trade. Do live advertising. Change your ads oftener than usual. Do a little hard thinking and so organize your advertising campaign that every possible buyer will be reached. Strike now.

Talk the advantages of early buying. There are many reasons why people should buy before the rush.

What's the use of asking about the merit of a thing that has accomplished results?

I can't see why this card should have done any great amount of good.

The type which I have set in separate paragraphs was set, two lines deep, all around the edge of the card so that the man who got it would have to turn the card, or stand on his head, to read it. It would have been better to have it set simply as plain reading matter.

There is no doubt at all that a series of good cards addressed to local advertisers will benefit any local paper. I

the United States where it is necessary for the local advertiser to use all of the papers. Of course, he can't reach all the people by using only one or two good papers. Neither can he reach all the people by using all the papers.

The chances are, in most cases, that he can, by using all the papers, reach not more than 80 per cent of the people in his territory, and by using one or two of the best papers he can reach 60 or 70 per cent of them. He will find that it will cost him about as much to reach the remaining 10 per cent as it did to reach the first 70.

In the same way the general advertiser can reach 60 per cent of his possible customers for perhaps one-fourth of what it would cost him to reach 75 per cent. When he has advertised in a comparatively very small list of papers, of known and large circulation, he will find that he has done about all the economical advertising he can do, and that, for practical purposes, he had better increase his space in these publications than to leave his space the same and increase the number of papers.

A wandering, incoherent ad is spread across a half page of the Holyoke (Mass.) *Transcript* under the name of Livermore & Martin.

It is headed: "We will turn them into gold, silver or money," which is certainly an invidious comparison, and ought to check the shopper who wants to buy furniture right on the threshold, to wonder why Messrs. Livermore & Martin deny gold and silver the privilege of being money.

With this head and a little more copy the ad was given to the printer, who was told to do his worst. He has evidently done it.

There is material in this ad for a good one. The prices appear to be inducements, and the goods are well illustrated. The heading means nothing, and the opening paragraph, which has been consigned to an obscure corner of the ad, from which I have rescued it by great research, reads like this:

We find that our furniture department needs a clearance, a closing out of slow sellers, dropped patterns and shop-worn goods just as well made and will look as well in your room a year from now as goods made to-day and bought by you to-morrow. In order to tone up we have put in a lot of modern goods, as it is easier to take care of the money they represent than the goods on our floor. We have put prices where the most thrifty must be interested. Some 10,

some 20, some 30, some 50 per cent less than usual prices. As we will not duplicate the goods at the prices we have marked, you must come early in order to get the benefit of this sale.

If Livermore & Martin will rewrite their introduction, put a head over it that means something, and then have it set with a border to hold it together, using the same descriptions, prices and cuts, they will have a very good ad indeed.

* *

GALLIPOLIS, O., Nov. 20, 1897.

Charles Austin Bates, Esq.:

I inclose you three advertisements, which I desire you to criticize in your *PRINTERS' INK* column. I write a new one every week—run six times in local daily, with appropriate local reader on insertion. They are accomplishing the desired result, says Mr. Suiter, who is a new dealer and quite a stranger here. Here is a copy of one of my locals:

"The richest man in the world has fallen at last. See particulars in another column." Respectfully,
P. T. WALL.

Richest Man in the World.

PUT HIS FOOT ON IT.

[Future Ads to be Copyrighted.]

Put his foot on it and down he goes. But the virtues of the banana will never grow less in the hearts of the people by the antics of its peel. For an all-round family physician they are the whole thing—bread, meat and physic. Born in a tropical clime, where they are more useful than the Northern wheat, they come North with their sun-kissed roundness wrapped in a mantle of green, and are warmed in the hearts of rich and poor alike to the golden hue that attracts not alone individuals, but nations of lovers.

All hail to the rival of the apple and the conquerer of the orange. As cheap, and at times cheaper than the apple, their delicate flavor is as enticing as their assimilation is perfect.

We buy none but the best, and the best is not too good for all the people. For this week only,

12 CENTS PER DOZEN; WORTH 15.

And along with them take another favorite Doctor, a package of ROLLED OATS, 7 CTS., worth 10.

Just in and fresh—Pickled pigs feet, oranges, and the great Rome Beauty apple.

Suiter's New Center Grocery.

Center of town, near Court House.

The ads sent are exactly the kind that I most thoroughly disapprove of.

Most funny ads are mistakes. The trouble with the funny ad is that you never know whether or not the reader will see the humor. Things that seem funny to the writer frequently fall flat on the reader. The best ads are those that attend strictly to business.

* *

It doesn't matter so much how many

copies are printed of a paper containing an advertisement—what the advertiser really wants to be sure of is that the readers of the paper read his ad. He can be reasonably certain of this by making his ad big enough.

I believe that the size of an ad is even more important than its continuance. I would rather have one ad big enough to be seen than a dozen that were so small as to entirely escape notice.

Frank A. Munsey thoroughly understands this point in advertising, as you will see if you examine his rate card for *Munsey's Magazine*. The smallest space that can be used economically in *Munsey's* is a quarter of a page. Spaces smaller than that are charged for at a line rate, which, if I remember correctly, makes an eighth of a page cost within a few dollars of as much as a quarter page. The effort, of course, is to make the advertiser take quarter pages or stay out, on the theory that a quarter page is much more likely to pay, and that therefore the quarter-page ad is likely to be much more permanent, while the smaller ad would prove unsatisfactory, and would soon drop out.

The advertiser of a really good article doesn't have to reach as many people as he thinks he does. I believe it is a good, wholesome thing for a business man, in any line, to sit down and figure out just exactly how many customers he must have to make the profit he wants.

Let the manufacturer estimate how many consumers he must secure for his goods to pay his bills and make a profit. He can estimate in this way about how many people he will have to reach with his advertising. That is, if he needs a thousand customers and his goods are such as are salable to practically every one, let him figure, as nearly as possible, what is his competition, and what would be his natural share of the trade of each 1,000 people. If he thinks he may reasonably expect to get one in ten, let him advertise to 10,000 people; or, to be safe, let him advertise to 20,000 people. In other words, if he wants the trade of 1,000 people, and will advertise so that 20,000 really know what he is about, he stands a fair chance of getting the trade he wants. There is no need for him to attempt to reach 100,000 or 200,000 people. If he does, he will spread out his advertising too thin.

He had better reach a few people and reach them effectively. He had better have large and thoroughly adequate advertisements reaching 20,000 people than to have small ads, none of which would tell his story distinctly, but all of which might be seen by 200,000 people.

Another thought in this same line is that the large ad would actually and positively be seen by the 20,000 people, while perhaps not more than one-tenth of the 200,000 people would see his small ad.

**

Warning!

Notice is hereby given that we intend making it warm for all persons using our ALL WOOL underwear.

Look at our line before buying elsewhere.

85 SCHOOL **POSDNER** BOSTON

Here is a little advertisement from the *Boston Post*, an ad that is distinctly good.

It is likely to be seen by most all the readers of the paper, and likely to be remembered by them for the little joke there is in it. To get the full benefit of the ad, however, it should have been followed by others describing and pricing various lines of underwear.

It is the price that does the business. Low prices are always attractive, and sometimes I believe that high prices are almost as good in certain lines of business. For instance, the fact that C. C. Shayne, the New York furrier, advertises fur coats for women at \$15,000 each, impresses me with the idea that Shayne is a good fur man, that he probably knows his business, and that he undoubtedly has a large and complete stock of good furs.

I don't imagine that Shayne could sell any large number of these \$15,000 coats, even though he marked them down to \$13,999 and limited the sale to one to each customer. Still, the ad is one that sticks in one's mind, and is likely to leave a lasting impression that C. C. Shayne is the most important furrier in New York.

Come to think about it,

Have you placed an order for advertising during the coming year in **THE CHICAGO WEEKLY DISPATCH**? Our special offer of five cents an agate line, on orders running for a period not longer than one year, will expire with the end of this year. After January 1st next the regular rate of ten cents an agate line will be rigidly enforced on all new business.

THE CHICAGO WEEKLY DISPATCH has a circulation larger than any other political weekly newspaper published in Illinois. Orders may be sent direct or through any responsible agency in the United States.

THE CHICAGO DISPATCH,

115 & 117 Fifth Ave.,

CHICAGO, ILL.

C. E. SHEKIN,

American Tract Society Building,

NEW YORK CITY,

Eastern Representative.

For Twenty-five Dollars

we will print seventy-five words, or ten agate lines, in two million copies (2,000,000) of conspicuous American Newspapers and complete the work within eight days. This is at the rate of only one-eighth of a cent a line for 1,000 circulation. The advertisement will appear in but a single issue of any paper. It will be placed before two million different newspaper buyers—or Ten Million Readers, if, as is sometimes stated, every newspaper is looked at on an average by five persons.

Address with the check

THE GEO. P. ROWELL ADVERTISING Co.,
10 Spruce Street, New York.

Send \$1 for our complete catalogue of all American newspapers having regular issues exceeding a thousand copies. There are about 6,000 names in the catalogue. It is a book of about 150 pages. Ready for delivery December 15th.

SMALL RETAILERS COMBINE.

The retail merchants of Chicago have their next move in the anti-department store campaign arranged. They will combine to take a large space in the Chicago daily newspapers, and will follow the bargain plan used so successfully by the department stores. The first step in the campaign was the passage of an ordinance prohibiting department stores which sell dry goods from also selling meats. The advertising plan spoken of comprehends the contribution by several hundred of the smaller retailers of all classes of a small sum weekly to be expended in advertising. This money will be put directly into advertising bargains and prices, which will be destined to cut under the department store prices. The firm names and locations of the advertising retailers will follow, and they will be arranged in groups, representing the different wards or sections of the city.

This scheme will resemble the chains of stores operated in Philadelphia and all large cities, such as the Hunter stores in Philadelphia and the Butler stores in New York. If these concerns were to advertise groceries in the daily papers, giving the addresses of the various branches, about the same scheme would be presented as is contemplated in Chicago, so far as advertising is concerned. The fact that the Chicago combination is based on advertising only will probably weaken it.—*Grocery World.*

IN GERMANY.

We have received from Mr. A. P. Lahr, who is at present in Hamburg, Germany, a number of illuminated postal cards. They range from etchings which are works of art, illustrating some of the beautiful castles in Germany and Austria, to the comic cards illuminated in colors that are sent from cities where fairs are held. Mr. Lahr writes that there is hardly a city of any size in that portion of Europe that does not have its own distinctive postal cards. Whenever a great gathering is arranged for, almost the first thing that is done by the city is to have special postal cards made illustrative of the event. That kind of advertising, says Mr. Lahr, keeps the name of the city where the gathering is to be held, constantly before the public, not only in the vicinity of the city, but all over the world where these postals are sent by the citizens of the place. He suggests that this foreign idea might be taken up in America.—*Evansville (Ind.) Tribune.*

WORD CONTESTS BARRED.

The Post-Office Department has notified Postmaster Van Cott that periodicals containing advertisements of schemers offering prizes by chance will be excluded from the mails. The order says:

"For example, incomplete words which the contestants are to solve by supplying the missing letters: V-E---A, a city in Austria; C-P-N-A-EN, a city in Denmark; CA---N, a city in the United States. The latter can be made into Camden, Canton, Capron, Carbon, or Canyon, all cities of greater or less importance in the United States. It is a mere matter of chance whether the competitor selects the words designated by the promoter as the 'correct list,' and upon this selection hangs the chance of obtaining the prize."—*N. Y. Herald, Nov. 24.*

ON newspapers and advertising PRINTERS' INK is an expert. Among the newspapers of the country it has gained the title of the Schoolmaster, and probably deserves it.—*San Francisco Post, Nov. 18, 1897.*

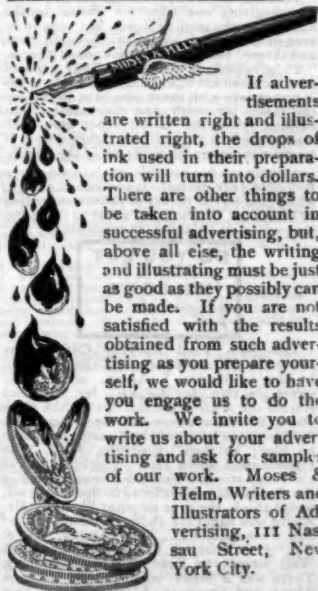
FIRST THEATRICAL LITHOGRAPH.

Frank S. Pixley, in his column in the Chicago *Times-Herald*, quotes an old-time theatrical manager as saying:

"The use of lithographs for theatrical advertising, which is now so important a part of the business side of dramatic life, is not yet thirty years old. In 1860 McKee Rankin was playing 'Rip Van Winkle'—not Jefferson's famous Rip, but another one based on the same story. In Cleveland, Ohio, he saw in the show window of a music store a piece of music, the front page of which was ornamented with a picture of an old man—just the head, showing long, white hair, like the familiar pictures of King Lear nowadays. It struck Rankin that this might be utilized to advertise 'Rip Van Winkle,' and so he sought an interview with the publisher, and was referred by him to W. J. Morgan, the local lithographer, who had made it. An arrangement was made by which a number of these lithographs, bearing Rankin's name and the name of his play, were struck off. This was the first theatrical lithograph in America."

ON SELLING GOODS.

A salesman, as a rule, is born, not made. One man can talk a customer into buying, and another man would simply talk the customer out of the room. The whole secret is in knowing your man, knowing your goods, and knowing when to talk. To be a successful salesman one must be a judge of human nature and grasp at a glance the condition of the buyer at the moment, for some men will be free and easy one day, will allow the salesman to talk all he wants to, and permit familiarities that they will resent on another occasion.—*Crockery and Glass Journal.*



If advertisements

are written right and illustrated right, the drops of ink used in their preparation will turn into dollars. There are other things to be taken into account in successful advertising, but, above all else, the writing and illustrating must be just as good as they possibly can be made. If you are not satisfied with the results obtained from such advertising as you prepare yourself, we would like to have you engage us to do the work. We invite you to write us about your advertising and ask for samples of our work. Moses & Helm, Writers and Illustrators of Advertising, 111 Nassau Street, New York City.

NOTES.

THE Chester Suspenders Co., of Roxbury, Mass., offers \$200 in prizes for magazine advertisements. Circulars sent on request.

THE H-O people are giving with a package of H-O Buckwheat a wooden mouth organ, which is a source of great delight to the youngsters.

THIS is the way a Boston baker advertises his pies:

"If little Jack Horner, who sat in the corner,
Had tasted our home-made pies,
He'd mention no others to sisters or brothers,
But laud those of ours to the skies!"

THE Jordan (Minn.) *Independent* issues a directory and gazetteer of its county, containing a list of the names of every man in the county, arranged alphabetically by voting precincts, giving post-office address, occupation, nationality, politics and religion.

AN attractive display in drug store windows is now being made by Scott & Bowne. It is the figure—almost life-size—of a fisherman with a large codfish over his back, the fac-simile of the gentleman who has so long served as a trade-mark for the cod liver oil.

SETH Low didn't fail of election because of any lack of campaign documents. According to the report of the Citizens' Union committee on literature, there were distributed, in Low's behalf, during the Greater New York campaign: Posters, 751; placards, 33,165; handbills, 900,900; cards, 577,783; pamphlets, 436,454; books, 21,600; lithographs, 91,000, making a total of 2,207,653. Of these documents 1,539,861 were in English, 296,672 in Hebrew, 125,310 in German and 108,810 in Italian.—*Boston Herald*.

THE fattest turkeys in New York on Thanksgiving eve were not shown in the markets or the poultry stores, but were to be seen in the various saloon windows, in twos and threes, bearing the well-known legend: "To be raffled to-night." That kind of an advertisement fills the saloons in the evening, not only with those who have tickets for the raffle, but with the disinterested but curious. And the saloonkeeper gets back many times the value of the turkeys, even if he did not make a big profit out of the tickets.

A PECULIAR but forcible ad is used by a Brooklyn pork dealer. It consists of a high, white post on the corner of the street leading to his store. On the post, about 12 feet from the ground, is a sign which reads simply:

**DO YOU EAT
PORK?
WILSON'S**



THE *New York Evening Gazette* was started by Charles Sweetser in 1865, and sold by him to Simeon J. Ahern, of 88 Wall street, in 1867, for \$10,000. Mr. Sweetser started the *Mail* in the fall of 1867; the office was in Broadway, near Barclay street. Mr. Sweetser was editor of the *Gazette* until sold by him; he then edited the *Mail*. The *Gazette* died about 1868. The office was at 1½ Vesey street. The paper was printed in the basement of, I think, 11 Spruce street, and, I think, the type set up at Phair's. Mr. Ahern was agent for Baker & Hamilton, of San Francisco, Cal., also Carolan, May & Co., of Sacramento, Cal., with offices at 88 Wall street; he lived at Elizabeth, N. J. There was a bitter legal contest between Ahern and Sweetser, Ahern claiming that

Sweetser, having sold the good-will of the *Gazette* to him, it was a breach of contract to start a rival afternoon paper in the immediate vicinity. I believe Sweetser won the suit.—*C. P. Bible, in N. Y. Sun, Nov. 21, 1897.*

FROM PROVIDENCE.

PROVIDENCE, R. I., Nov. 25, 1897.

Editor of PRINTERS' INK:

THE theaters here ignore every application from weeklies of whatever nature, not even considering an ad worth so much as a pass.

In a late issue of *PRINTERS' INK* Charles Austin Bates gave Artemas Ward a lecture for inserting Sapolio ads in the myriad of magazines that spring up like mushrooms in the metropolis. The critic thought it was setting a bad example, besides the extravagant waste of money. What would Mr. Bates say if he was told that Sapolio furnished these magazine covers, like Dennison, the shipping tag firm, does the backs of directories for the privilege of advertising on them, and that the Sapolio folks consider this a pretty good and cheap way?

A local clothing house accepted the challenge of the Siegel-Cooper Co., advertised in the *New York papers* as the great "challenge sale," by dressing up a dozen or so men in suits, overcoats and ulsters, and parading them through the streets, placarded with the Siegel-Cooper price and their own price, which was generally \$1 lower. It was effective advertising.

FAX.

WELL STATED.

IT is not the amount of money you spend in advertising, but it is the amount of advertising you buy for your money that tells. You must be a judge of advertising, its qualities and values, and be able to buy it right, just the same as any other line of goods you buy. If you are not a judge of advertising, and capable of buying it right, you should secure the services of some one that is. You will find it money well spent.—*The Advertiser, St. Louis, Mo.*

CHRISTMAS CUTS.



THE Harper Illustrating Syndicate, of Columbus, Ohio, issues a series of stock cuts, which it calls "Christmas Cuts," suitable for use in holiday ads. One is here reproduced.

CORRECT.

ALL advertising has some value, but it takes a person of more or less experience to tell what kind of advertising will bring the requisite amount of returns for the money invested, and if you are not getting the right results, it is because your advertising expenditure is not properly invested, and you should study up, and reason out the "whys and wherefores," and if necessary consult a practical advertising man.—*The Advertiser.*

A CHRISTMAS SUGGESTION.

ONE of the best methods of advertising in addition to the newspapers is to print and distribute a long list of "What to Choose for Xmas," enumerating the choice offerings in blankets, linens, rugs, dress goods, cloaks and all specialties. The packages delivered each day should have one of these lists placed within.—*Dry Goods Economist.*

THE NEWSPAPER AND ITS FRIENDS.

Mildred reads the "Marriages"—
Her interest in them never fails—
Father reads the "Politics."
And mother reads the "Bargain Sales."
Arthur reads the "Sporting News"—
His special hobby is baseball—
Save the man who reads the proofs,
No one living reads it all.

Bridget reads the "small ad page,"
Looking for a better place;
Agnes reads the murders, and the
Tales of men in deep disgrace.
Ethel reads the list of guests
At the big Van Astor ball—
Save the man who reads the proofs,
No one living reads it all.

Forty pages every week,
Eight long columns to the page;
To read everything would add
A full twelvemonth to your age.
So each reads his special part,
Then he lets the paper fall.
Pity for him who reads the proofs,
For he has to read it all.

—Somerville Journal.

CHICAGO WINDOW CARDS.

A Chicago clothing house has some window cards that are exceptionally artistic. One of them has for the head-line the words: "They are beauties," and at either side of the printed matter is a picture of a fair damsel to whom the words might apply. A further reading of the card, however, proved them to refer to some "nobby men's suits." Another card printed plainly, but attractively, read: "If you're not married," and in smaller printing it continued, "to your tailor we would like you to try one of these suits."—Chicago Dry Goods Reporter.

BEST LINES FOR BARGAINS.

The best lines to use for bargains are the slow-selling ones, or those that are going out of season, or that will depreciate in value, or that have become damaged or shopporn. The retailer should be frank with his reasons—tell the truth about the goods and the prices.—Bates.



How one merchant announces the good things he has in store for festive times.

Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

OUR #1 half-tones print perfectly; get proofs. BUCHER ENG. CO., Columbus, O.

PERFECT half-tones cuts, 1 col., \$1; larger, 10c. per in. ABC ENGRAVING CO., Youngstown, Ohio.

MAIL order men, write for our proposition; clean goods; large profits. 813 Consolidated Exchange Building, Chicago, Ill.

AGENTS wanted. Free samples. One of our agents earned \$4,200, several over \$1,000 in 1899. FACTORY, P. O. 1371, New York.

WANTED—A live editor for a weekly. Must be a man who has experience and some capital. Address "W. F.," care Printers' Ink.

FREE—\$2 cash pays for mailing 2,000 circulars and 50 inch electrotype ad in our paper (3) mos. free. BEVERLY ADG. CO., Beverly, Mass.

WANTED—Subscription manager for high-class religious weekly. A man with ability. Will be paid whatever he can earn. "MANAGE," Printers' Ink.

PRACTICAL printer desires situation as editor or assistant editor of country weekly or daily. Age 33; energetic, experienced, good character. Address "BOX," Printers' Ink.

AN active, experienced business and advertising manager, with capital to invest, can secure an interest in an established publishing business. Address "CAP," care Printers' Ink.

INOTYPE machines, 60 days' special instruction in Kengenthaler factory who is also a good operator, may be had by addressing "L. T. W.," 414 1/2 N. Portland Ave., Brooklyn, N. Y.

WE wish to secure the services of an experienced man to take charge of our advertising department. Must be a hard, systematic worker and an aggressive, convincing writer. Address "BOX 22," West Chester, Pa.

WANTED—Advertisers to see our 32-page SUNDAY NEWS. Largest and best in Youngstown and Mahoning Valley. Sample free to advertisers. Rates 25c. each insertion. Address C. M. SHAFFER CO., Youngstown, Ohio.

I WANT orders to set and electrotype your advertisements. I can do better work than most printers, and work equal to that of any. I ask you to give me a fair trial on the next advertisement you want done. address WM. JOHNSTON, Mgr. Printers' Ink Press, 25 Spruce St., N. Y. City.

WANTED—By photo engraver who has had long experience in operating n/w/p'r plants, position to take charge and run small plant for some good paper. Can give close estimates to those who intend putting one in. Highest recommendations as to ability, honesty and sobriety given. "P. I. O. TO ENGRAVER," 35 Duffield St., Brooklyn, N. Y.

I WANT a position. I learned how to set an advertisement in a newspaper office. The Brunswick Pharmaceutical Co. (Vino Kolatra) say I am an all-around advertisement writer and hustler, original in my ideas and methods. Mr. Lyman D. Morse taught me advertising from the agency's standpoint.

Can you use a typographical expert who writes business English, and who can plan your campaign in an economical way? Address "K.," care Printers' Ink.

***** BUSINESS MEN *****

Think how much better your office stationery would look with a handsomely engraved heading. Elegantly designed and engraved lithography letter-head plate, only \$7.50. Costs no more to print than a common type-set heading. Sketch submitted. Give wording.

W. MOSELEY, 55 Hill St., Elgin, Ill.

MAILING MACHINES.

THE Matchless Mailer; best and cheapest. By REV. ALEXANDER DICK, Meridian, N. Y.

HALF-TONES.

\$1.50 HALF-TONES—"a wonderful price if the half-tones are right"—and the half-tones are right. We will make our best single column half-tone of any subject, clear and carefully finished, for \$1.50, and 15 cents per square inch for any cut larger than ten square inches. Write us for any style of engraving. CROSS & CO., 335 Dearborn St., Chicago.

ELECTROTYPES.

SETTING advertisements to make them stand out and furnishing one or more electrotypes of same is a line in which I am unapproached by any other printer. The magazines each month contain numerous samples of my work. Let me set your next ad., whether it be for an inch or a page. I can suit you. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., N. Y. City.

SUPPLIES.

VAN BIBBER'S
Printers' rollers.

ZINC for etching. BRUCE & COOK, 190 Water Street, New York.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., 174, 18 Spruce St., New York. Special prices to cash buyers.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, a line will be inserted under this head once for one dollar.

DESK or frame calendar. Dainty and artistic, and will go on to your customer's desk. Well suited at this season as a holiday greeting. Write H. D. PHELPS, Ansonia, Conn.

PRINTERS.

DEPARTMENT of Profitable Publicity of the W. H. CONKEY CO., E. A. WHEATLEY, Director, 341-351 Dearborn St., Chicago.

WE do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in a fine style. When you want a good job—one that you want people to look at and read—come to us. PRINTERS' INK PRESS, 10 Spruce St., New York.

BILLPOSTING AND DISTRIBUTING.

H. B. WILBER CO., Cambridge Spgs., Pa., bill-posters and distributors. Signs painted and tacked up. Circulars, pamphlets, books and samples mailed or distributed. Write for particulars.

NOTICE—I am going to walk or ride a bicycle from Greenville, S. C., to Chicago. Would like to distribute circulars or samples and tack up signs for some reliable firm. Good references. Correspondence solicited. H. E. BINGHAM, 120 Court St., Greenville, S. C.

FOR SALE.

FOR paying weekly will exchange equity in Brooklyn house. "X. Z." Printers' Ink.

JOB office, old established, first class, high reputation, large city. Unusual opportunity. Half price. Address LOCK DRAWER 5, Plainfield, N. J.

BARGAIN—\$2,000 will buy only Democratic newspaper and job office in New Jersey town (pop. 10,000), 40 miles from Philadelphia. Address H. M. WOODMAN-KEE, Lansdale, Pa.

A WAY—A cheap and effective way of adding from two to five hundred new names to a country newspaper's subscription list. That way is my way. Seven years' experience in soliciting. A plan of work based on successful experience against competitors is yours for one dollar. What I have learned at the expense of hundreds of dollars is yours for one. Country people read most in winter—the time is now ripe to call on them. If you are interested, write me. Will answer questions and make suggestions relative to your particular case, without extra charge. Address E. MOSILOV, Ad-Writer, Box No. 5, Minneapolis, Minn.

ADDRESSES AND ADDRESSING.

30,000 CHOICE names, all 1897 orders. Mail matter carefully and correctly addressed at very low rates. Get them. Satisfaction bank reference. R. R. FISHER, Freeport Ill.

ADVERTISING AGENCIES.

IF you wish to advertise anything anywhere at any time write to the GEO. P. BOWELL ADVERTISING CO., 10 Spruce St., New York.

RIGHT methods, right mediums, right matter—the vitals of profitable advertising. Write THE WHITMAN COMPANY, 37 Nassau St., N. Y.

NEWSPAPER METALS.

THE Daily Columbian, official organ World's Fair, was printed from plates made from our No. 1 Stereo Metal. All composition was done by linotype machines that used our Linotype Metal exclusively. Ours were the only Lino. and Stereo Metals used at World's Fair. Why! Get pamphlet and prices. E. W. BLATCHFORD & CO., 54-70 N. Clinton St., Chicago.

ADVERTISING MEDIA.

HARDWARE DEALERS' MAGAZINE. Copy free. 271 Broadway, New York.

40 WORDS, 5 times, 35 cts. ENTERPRISE-Brockton, Mass. Circulation 7,000.

ADVERTISERS' GUIDE, New Market, N. J. 7c. Line. Circ's 3,500. Close 24th. Sample free.

WHEELING NEWS is credited with a greater circulation than any other West Va. daily.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

LARGEST circulation of any daily newspaper in Williamsport, the GAZETTE and BULLETIN, 6,000 D., 4,000 W. LA COSTE, New York.

DAYTON (Ohio) MORNING TIMES and EVENING NEWS, 14,000 daily, create a "want" for properly advertised goods. LA COSTE, New York.

8 PAPERS, 360,000 homes, don't duplicate circulation, low advertising rate. Write to THE RELIGIOUS PRESS ASSOCIATION, Phila., Pa.

LEADING newspapers in Southwestern Ohio (outside Cincinnati), Dayton MORNING TIMES and EVENING NEWS, 14,000 daily. LA COSTE, N. Y.

REPUBLICAN JOURNAL, Littleton, N. H., largest circulation and best paper in State north of Concord; 2,800 guaranteed; rates low, but firm; service the best.

IF you are a manufacturer and desire to reach the largest retail trade, advertise in the DEPARTMENT STORE JOURNAL and GENERAL STORE REVIEW, monthly, \$1 per year, 271 Broadway, N. Y.

THE TIMES-UNION, of Albany, N. Y., stands in the front rank among the very best newspapers in the country. It has a wide circle of readers among the enterprising and thrifty classes of people. It is unequalled as an advertising medium. JOHN H. FARRELL, editor and proprietor.

300,000 COPIES guaranteed circulation of the celebrated Lippman's Almanac and Memorandum Book. Half page in both, \$150. This is the best advertising you can get, as it goes direct into families. Only a limited amount of advertising taken, as we use the two books to advertise our P. P. P. and they have made our P. P. P. a big seller in Georgia, Florida, Alabama and South Carolina. LIPPMAN BROS., Lippman's Block, Savannah, Ga.

THE NEW YORK MUSICAL ECHO is the prettiest musical publication in the world. Thirty-six full size sheet music pages of the prettiest vocal and instrumental music of the day.

It also contains eight portraits of pretty actresses and musical celebrities. Send ten cents and get all postage paid, or send twenty cents and get seventy-two pages and sixteen portraits.

The NEW YORK MUSICAL ECHO is the best advertising medium for the money. It has a guaranteed monthly circulation of 18,500 copies.

Address Southern Branch New York Musical Echo Co., 163, 165 and 169 Congress St., Savannah, Ga.

MAIL ORDERS

NEW illustrated catalogue for the mail-order business just issued. Send for sample and terms to T. J. CAREY & CO., 24 City Hall Place, New York.

INFORMATION

WHAT is it you want to know? Send \$1 with inquiry. Established 1887. ASSOCIATED TRADE AND INDUSTRIAL PRESS, Research and Inquiry Department, Washington, D. C.

SPECIAL AGENTS.

H. D. LA COSTE, Special Newspaper Representative, 38 Park Row, New York. Dailies only.

PAPERS that lead in their locality represented by H. D. LA COSTE, 36 Park Row, New York.

ILLUSTRATORS AND ILLUSTRATIONS

BEST collection of advertising cuts in U. S.
Catalogue 16c. THE SPATULA, Boston.

NO STOCK CUTS. Nothing but made-to-order illustrations. **NEW YORK BUREAU OF DESIGN, Vanderbilt Building, New York City.**

FOR RENT.

WE have for rent, at 10 Spruce St., two connecting offices, one large and one small. They are well lighted and the pleasantest offices in the building. Size of large room, about 20x24; smaller, 10x15. If wanting such offices call and talk about price, etc. Will be fitted up to suit. Address GEO. P. ROWELL & CO.

ADVERTISEMENT CONSTRUCTORS

D

INDEX.

66 ASK LEWIS ABOUT IT."

EWIS makes medical ads pay.

EWIS' address is PENN MUTUAL BLD., Phila.

CLARENCE F. CHATFIELD, 179 Front St.,
Queens, Tiosa Co., N. Y.

CHARLES F. JONES,
World Building, New York.

CHARLES J. ZINGG, Farmington, Maine. Writing and printing for advertisers.

GILLAM & SHAUGHNESSY, Advertisers, 623 & 624 Temple Court, New York. Write.

E. A. WHEATLEY, effective advertising 341
E. Dearborn St., Chicago. New York office,
114 Fifth Ave.

THE only writer of exclusively medical and drug advertising. Advice or samples free.
 ULYSSES G. MANNING, South Bend, Ind.

A DS, Booklets, Circulars written. Drawings, Designs, Photographs to order. Outline cuts in stock. **R. L. CURRAN**, 150 Nassau St., N. Y.

WE write and illustrate advertisements. If you are not satisfied with the ads you are now using, send us proofs and let us see if we can improve on them. **NEW YORK BUREAU OF DESIGN, Vanderbilt Building, New York City.**

XXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXX

THEY CAN'T HELP IT.

A successful advertiser remarked the other day: "No other man atop of the ground can write so convincingly as Dixey." But that comes simply from boiling down the facts of the matter and presenting them clear and strong so that people can't help being convinced.

Shall I send you "Business," my free booklet?

[illegible]

JOHN C. DEWEY, Temple Court, New York.
Writing. Designing. Criticising. Placing.

PRONOUNCED "one of the best advertising novelties ever seen," **THE BUSINESS MEN'S MAIL CARD.** Send for a free sample. **THE LOTUS PRESS**, printers, 140 W. 23d St., New York. Every advertiser, without exception, can use them.

THE WHITMAN COMPANY, 37 Nassau St., New York, is not the largest advertising agency; if it were it could not faithfully attend to your advertising business. We only take the business we can conveniently handle with profit to the advertiser.

[illegible]

A FEW FACTS

FROM
CHARLES AUSTIN BATES.
I hardly know why I am advertising now.
I have all the work I can do comfortably.
But I'm afraid to stop advertising for even a
single month. I'm afraid if I stop you'll forget
me.
I advertise when I am busy because of what
Henry George called "the force of the fear of
want."
I like to have plenty to do.
I like to be busy.
I do my best work when I am buried in orders.

I want booklets—to write, illustrate and print.
Right now I am making:

(1) A booklet for a Southern Trust Company.
(2) A large catalogue for a large Western shoe

(3) A handsome big book about the business of a Middle Western clothing manufacturer.

(4) Three books for a Philadelphia stove, range and urnace maker.

That is the sort of work I particularly desire.

I want to double the effectiveness of the catalogues and other printed matter of manufacturer

I take care of retailers, too.

Under my syndicate system I have this year supplied advertising matter and illustrations to over four thousand (4,000) retail merchants representing thirty-two distinct lines in every State and Territory in the Union.

Any retailer who wishes to know how I handle this part of my business can have full information for the asking.

My offer to criticize a single piece or series of advertising matter for the nominal fee of two dollars has placed me in communication with a large number of good business men and has resulted in several satisfactory orders for work.

Understand — you may send a booklet, catalogue, circular, letter, ad or series of ads, or ask any one question about advertising or business, and my fee for criticism or answer will be \$2 for each thing considered.

CHARLES AUSTIN BATES,
Vanderbilt Building,
New York.

eing Post.

LAST EDITION

• • TWELVE PAGES.

PRICE THREE CENTS.

GERMAN IMPERIAL POLICY.

**SPEECH OF EMPEROR WILLIAM
OPENING THE REICHTAG.**

Why He Desires Large Credits for the Navy—Military Penal Code Reform—The Landing of Troops in China—His Fledgling of Conservatism.

BERLIN, November 20.—The last session of the present Reichstag was opened at noon to-day by Emperor William in person for

The first time since 1871. The ceremony took place in the White Hall of the royal castle. The king read the speech from the throne. The king now occupies the principal place in the speech. The main subject was as follows:

can not correspond with Germany's mission at sea, and in the event of warlike complications it would not suffice to assure the security of the home ports and coasts against a blockade or more expensive operations upon the part of the enemy. Neither

has it kept pace with the rapid growth of German trans-oceanic interests. While German trade is participating increasingly in the world's exchange of merchandise, the number of our war vessels does not suffice to afford adequate protection of the sea-

may's position, nor the support which can only be secured by a display of power. Although it is not our object to deal with the maritime Powers of the first rank, Germany must nevertheless be placed in a position to maintain by means of a moderate and

ous, her prestige among the peoples of the globe. To this end, the strengthening of our home fleet of battle-ships and the increase in the number of our vessels intended for foreign service in time of peace are necessary, and in

...the naval government considers it expedient to determine by legislative enactment the strength of the navy and the period in which it is to be attained. With this object in view, a bill will be introduced...

to the Relocation for constitutionally arriving at a decision, and later, with the view to the promotion of trans-oceanic intercourse, a bill will also be introduced for improving the mail - via trans-oceanic communication with China, Asia

During the projected reform in the
procedure, the Emperor said:
"The proposed reform, ~~aiming at~~
for as possible the lines of the civil penal
code, meets the requirements absolutely ne-
cessary for the maintenance of discipline.

The bill will be submitted without delay."

In relation to the finances of the country he said: "The general condition of the finances is satisfactory, and a considerable portion of the anticipated surplus will be employed, as last year, in reducing the imperial debt. An economic committee, com-

sisting of representatives of industry, agriculture, and trade, has been appointed, by means of whose expert advice it is intended to define the conditions and scope of the extensive ramifications of home production. In order to obtain a firm basis upon which

"The development of our protocols, on the whole, is satisfactory. The railroad in Southwest Africa has necessitated the construction of railroads to facilitate transportation. The results of the negotiations with

Referring to the murder of the two German missionaries, Niew and Henckle, in

GERMANY NOT TO COERCE HAYTI

Satisfactory Explanation to Ambassador White

Berlin, November 28.—The German government has abandoned its intention of sending the war-ship *Gefion* to Port-of-Frisco, Hayti, in order to enforce the demands of Count Schwerin, the German

The Gofun, instead, will be sent to re-inform the German fleet in the Chinese

Baron von Bülow, the German Minister for Foreign Affairs, to-day, gave limited State Answer for White & wh...

APPROVED BY THE KHALIFA

Report About the Recent Fate of Christmas

BUAEN, November 14.—Advice received here from Kambhannang that reports are correct there is a health recently murdered several Christians at Buarum.

When Simon Parker, the American who was held a prisoner for seven years in the Derrington at Omdurman near Khartoum, escaped, more than two years ago, he said concerning the Europeans who were at the

prisoners of the Khalifa: "At present there are at Omdurman, Charles Neufeld, a German merchant; Sister Teresa Grigolini of the Italian Catholic Mission; Giuseppe Cusi, an Italian merchant, now old and decrepit; Joseph Roguetto, an Italian lay brother of the American Mission; several Greeks.

U.S. AGENCY REPORT

Two Important Services Inured To-day.

St. Petersburg, November 28.—An imperial ukase, issued to-day, orders the sale and issue of five-ruble gold pieces equal in value to one-third of the imperial, which weighs 12,000 grammes .900 fin., and contains 11,611 grammes of fine gold. Another

"The state bank exchanges credit notes against gold coin for an unlimited amount. One ruble is equal to a fifteenth of an imperial rouble and contains 17,436 dull of more gold."

THE STORM IN ENGLAND.

Harbors Full of Disabled Vessels—The Navy

LONDON, November 23.—Reports of wrecks, fatalities, and damage done, as a result of the gale, continue to be received to-day. All the bays and ports are full of vessels more or less seriously damaged. Such ships have not been seen for some

years. Several of the inland towns of Kusaie are still flooded, and a long time must elapse before the damages can be repaired. The seaside resorts have sustained most serious damage. At Margate alone the damage done is estimated to amount to £50,000.

TWO COUNTY ORGANIZATIONS.

ANTI-MACHINE MEN BEST ON
BULLDOGS AVE.

**No Union of the Reform Movements
Yet—Chance for a Stronger Organi-
zation than that of Mr. Platt.**

In trying to perpetuate some of the good of the present anti-machine agitation, the Swayne-Brookfield Republicans are yielding much to the newer reformers, and they have again suggested that all Republicans who oppose what Mr. Burrows calls "the in-

"inducive influence of the state leader" should unite and work together. At the same time the newer reformers, meeting at the Pieta Republican Club, practically determined that nothing could be done with the Platt-Guay-Otto machine, and that only through

a new, different county Republican organization can be detached. At Lytle Hall the Swagart-Brockfield men, representing twenty-seven Assembly districts out of thirty-five, resolved to invite Republicans in each of the thirty-five districts to delegate five men to the conference. While eight men

plan for formation of "an organization which will have the confidence and respect of the true Republicans." At the Plaza Club three committees were created—on plan and scope, organization, and the preparation of an address to Republicans—and

[illegible]

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$20, or a larger number at same rate.

Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving **PRINTERS' INK** it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, DECEMBER 8, 1897.

THERE is no business, trade or profession that can not use advertising in some form successfully and profitably.

It is a great deal cheaper to advertise in strong papers of large circulation, than it is to advertise in small papers of small circulation.

THE persistent advertiser often attracts to his own city a large volume of trade which might otherwise have drifted elsewhere.

THERE is no other medium in the world like the daily newspaper for all kinds of legitimate advertising. Newspaper advertising costs less and has a more general and a wider effect than any other.—*Toledo (Ohio) Commercial.*

MR. HARRINGTON FITZGERALD, the proprietor of the *Philadelphia Item*, is an artist not only in securing an enormous circulation rating for his newspaper, but in the more purely artistic field he has now achieved distinction as a painter. Two of Mr. Fitzgerald's pictures were recently exhibited at the Philadelphia Art Club Exhibition and elicited much favorable comment. "A Wintry Day" in gray tones caused one to shiver, while his "Peasant's Daughter" was so full of color as to warm the observer and cause his blood to tingle in his finger ends and elsewhere. It is predicted that Mr. Fitzgerald's fame as a painter will eventually overshadow his reputation as editor of circulation reports which long ago gave the *Item* a place among the greatest journals in the world.

AT the present moment **PRINTERS' INK** is in want of some genuine testimonials that shall blazen forth the Little Schoolmaster's transcendent merits—not fulsome flattery, but earnest, genuine praise from honest admirers. Testimonials are invited in this open way, because the Little Schoolmaster wants everybody to know that just now he is aching to be puffed. He invites his pupils to compose testimonials with care, write them out handsomely in a bold hand that will stand a photographic reproduction, and then just send them in. Testimonials that do not appear to be written in good faith will go into the waste basket. Such as seem genuine, but are badly written and poorly expressed, will be preserved with loving care, but not used. Such as are well written and genuine, and expressed with judgment, will be reproduced for advertising purposes or copied and commented upon in these pages. For the best dozen testimonials a sterling Souvenir **PRINTERS' INK** Spoon will be duly sent, one to each of the dozen writers, and to the writer of the testimonial that is the best, the best expressed, the honestest and the most genuine, there will be sent in due time a solid silver Loving Cup, upon one side of which there shall be engraved the golden words in which the testimonial was expressed, and on the other the name of the writer, the date and some account of the object of the cup and the affectionate regard in which the successful pupil is and ever shall be held by his loving teacher. You who admire the Little Schoolmaster and his plain, straightforward but modest ways, can not do better than to just write a letter and give expression to your feelings. That letter may win the Loving Cup. Let it be addressed to **PRINTERS' INK**, the Little Schoolmaster in the Art of Advertising, New York.

THERE is no other medium in the world like the daily newspaper for all kinds of legitimate advertising. Newspaper advertising costs less and has a more general and a wider effect than any other. It commands for the advertiser a larger and a better patronage than any other. Such has been the world-wide experience, and such is the evidence of all who have made the greatest successes in advertising.—*Toledo (Ohio) Commercial.*

To GET the best out of advertising, you must put the best into your ads.

It is urged against daily papers nowadays that their circulations are unnaturally forced and that a considerable percentage of the number printed comes back unsold and unread, but it is probable that what is charged in this way is equally true of the low-priced weeklies and monthlies, and although these may not be so certainly returned, they make up for that by going sometimes in twos, threes and half dozens to single names of persons who not only do not pay for them, but do not want them or even look at them.

JOHN WANAMAKER's first business success was as a ready-made clothing man. A brother of Mr. Wanamaker relates that John had a way of getting a little closer to the hay-seed who came to his store than any salesman they ever employed. One scheme that worked to perfection was very popular with Mr. Wanamaker. He wore a sack coat in those days and in the pocket there would always be a handful of chestnuts. When a visitor from the rural districts required attention John waited on him, showed him this and that, munching a chestnut meantime, and as the trade progressed offered his customer some, saying in a companionable way, "Have a chestnut?" and then the two munched on together. No countryman ever visited the store in those days and got away without buying a full suit.

MR. JOHN ADAMS THAYER, who for six years has been the advertising manager of the Philadelphia *Ladies' Home Journal*, a post which he is said to have filled with distinction, has resigned that position and accepted the place of business manager for *Munsey's Magazine*, in which position it is hoped that he will exercise such an influence upon Mr. Munsey as to induce that gentleman to follow the notable example of the *Ladies' Home Journal*, the most prosperous of all the 10-cent magazines, and let the public—let everybody, in fact—know what his circulation really is. We all know that the circulation of *Munsey's* is large, but nobody can find out just how large. PRINTERS' INK has endeavored for years to learn, but never could. From John Adams Thayer may we not hope for light?

THE advertiser who advertises only in daily papers has a much better chance of success than the advertiser who advertises only in monthlies or only in weeklies.

MANY shrewd advertisers make liberal use of the expensive monthly magazines, but they use them in much the same way that they do the poster and the card in the cable cars. They serve to attract attention, but this same advertiser, when he has a story to tell, goes to the daily paper.

TWO NUMBER ONES.

Office of "THE GLOBE." }
The Boston *Globe* has by far the largest circulation in New England; its advertising rates, circulation considered, are the lowest in the United States.

BOSTON NOV 27, 1897.

Editor of PRINTERS' INK:

In your issue of November 17 you quote our price for two pages similar to your illustration at \$960. Our price for this is \$459.60 for each page without cuts. Single-column cuts cost 40 cents a line for their actual measurement. A double-column head of type or foot would cost 60 cents a line for the space occupied. Yours sincerely,

CHAS. H. TAYLOR, JR.,
Business Manager.

A careful figuring of the extra charge for electrotypes exhibits the fact that the cost of those two pages in the Boston *Globe* would be \$1,223.20, or \$30.80 less than in the Philadelphia *Record*, where the price was \$1,254. The average issue of the Boston *Globe* for the year 1896 was 198,556 copies, while the average issue of the *Record* was 170,402 copies, a margin in favor of the *Globe* of 28,154 copies. The *Record*, however, is a morning paper, and the *Globe*, like the Philadelphia *City Item*, is one that comes out at all hours of the day, so, as a matter of course, the *Globe's* circulation is somewhat duplicated. Yet, for all that, the advertising rates in the Boston *Globe* are exceedingly low. When the manager of the Ripans Chemical Co.'s advertising was shown what is here said, he remarked: "Well, if I knew that that advertisement in the *Globe* would produce one-quarter as many sales as it did in the Philadelphia *Record*, I would order it in to-day," and then he added: "I have an impression that I sold more goods in Philadelphia last Saturday than I ever sold in Boston in any of the six years that I have been in business."

STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

The Chicago *Dry Goods Reporter* prints in a recent issue the rules and regulations used by Messrs. Marshall Field & Co. I have had a copy of their rules in my possession ever since my very pleasant short connection with that house some years ago. I have often admired some of the statements made in these rules, but on account of this connection, I have not felt at liberty to criticise, until I find they have been printed elsewhere. I am going to clip a few paragraphs from these rules and repeat them here, as I believe they will be quite interesting to many of the readers of PRINTERS' INK. The paragraphs which I shall clip are those which express sentiments of which I can heartily approve.

"The greatest courtesy is required from employees in all matters relating to business of the house, whether customers wish to purchase, to inform themselves regarding an article on sale, to exchange merchandise, or simply to visit the different departments. The same promptness and care will be used when merchandise is returned and money refunded."

The last sentence of this rule strikes me most forcibly. It is a rule that is not followed by many merchants. Clerks, heads of departments and store-keepers are polite enough in selling goods, but when the customer wishes to return the goods, or get her money back, they are found to be anything but polite. The same politeness should apply to one case as to the other; in fact, if there is any difference, one ought to be more polite when returning money than when taking it. One reason for this is, because the customers are more apt to take offense at any lack of politeness, and another is, because politeness under such circumstances will be apt to be appreciated, and will, many times, make the person a life-long friend of the store.

"From the heads of departments, especially, will a strict performance of duty and a willing compliance with the rules of the house be looked for, as an example to others.

"It is expected that they will use their best efforts to assist salespersons under them in making sales, and it is particularly desirable that they shall instruct the less experienced salespersons in the methods of handling merchandise, approaching customers, displaying goods, etc."

In my experience with buyers in different department stores, I have found that this is one of the things in which they are most lacking. They are good buyers, or good salesmen themselves, or good general managers, but they do not give the attention to instructing their help that they should. A great deal of the poor help in the big department stores is solely because the men who are at the head of each department have not done their duty towards the salespeople under them. If I were the owner of a department store, I believe I would consider a department head just as lacking in his duties if he did not instruct his help, as I would consider him lacking if he made wrong purchases of goods.

"Salespeople will have patience in serving customers, showing goods, willingly and pleasantly, without asking too many questions as to price, width, size or color wanted."

"When articles are displayed in windows that can not be duplicated in stock, these articles must be subject to sale. And when customers desire to purchase same, salesmen will request the window dresser to return them to stock."

As a rule no goods should be placed in a show window which are not duplicated in stock. It is poor policy to have the only article of the kind which you possess in the window. However, it is many times the case that goods will be sold out while the sample is in the window, and in this case, as this rule states, it is only proper that the article in the window should be subject to sale just as much as if it was on the counter in the store. I know of some stores which make a great mistake in refusing to take goods out of the window when called for by

the customer. If the store has made an error of placing the only article of the kind in the window, they should be prepared immediately to take the goods out when the customer wants them.

"Many pieces of merchandise come from the manufacturer wrapped in paper of superior quality. These pieces of wrapping paper we wish to preserve, to be used in lining express packages, etc. All heads of departments will, therefore, please see that this is done, and will, each morning, have sent to the express counter in the shipping room, such wrappers as are not required for the goods in stock, or are not too badly soiled or torn to be used by the express department. All employees will co-operate with department managers in this matter."

"Well-directed and intelligent criticisms are very valuable; and, although they are often unfriendly for one reason or another, yet in a general way, when they come from the customers of the house, they are worthy of our attention. Employees hearing any criticisms regarding this business, will please write them out in brief form, and submit them to the manager for attention. We feel that from criticisms we can improve this business, and therefore solicit them from all."

Several times in this department I have suggested that the only positive way in which a merchant can get thoroughly in touch with the people is by listening and receiving the criticisms which they make upon his business.

This rule is quite an excellent one, and I believe that if properly carried out will enable Messrs. Marshall Field & Co. to get more closely in touch with their customers, and thus be more secure in their business relations than they would be if this attention were not given to criticism.

There is one fact based upon my own experience that I can say right here in reference to Messrs. Marshall Field & Co.: I do not know of any house in America where rules are more carefully kept than theirs are.

Rules are good things if the rules are right, and if they are enforced, or rather if the employees are in such sympathy with the house that they carry out the rules. I believe that a great many stores lose the force of their entire system of rules from the fact that they have some rules which

are dead letters. If a rule is not to be enforced, strike it out, so that it will not have too bad an effect upon the keeping of the other rules.

I now come to what I regard as the grandest and best rule that was ever put into practice by any retail establishment. In the first place, it requires courage on the part of the house to make such a rule, as in most cases it would cost a great deal of money to carry it out, as the employees could find many chances to make a dollar by picking out an error of exaggeration or misstatement. The rule reads as follows:

"It is our intention that every advertisement published under our name shall be absolutely true and correct in every particular. It is further our desire that the employees in the house shall, as far as possible, become familiar with the advertisements as rapidly as they appear, so that questions asked them by customers may be answered intelligently, whether the goods referred to are in their department or not. In order to draw many critical eyes to our advertisements and, furthermore, to give double interest to the reading of same by all employees in the house, we do hereby offer one (\$1) dollar to the employee who will first call the attention of our advertising department to an error in any of our advertisements. Errors will be considered as such—

"When there is in any way an exaggeration.

"When the price is wrong.

"When a word is misspelled.

"When the advertisement is grammatically incorrect.

"When a false statement occurs."

I believe that Marshall Field & Co. are more sincere in their advertising and are more careful to be absolutely truthful than any other concern in existence.

There are a great many things about Marshall Field & Co.'s store that I have thought might be improved, and by the improvement the store might be made more up-to-date and more profitable, but in the truthfulness of their advertising and in the care which they take to treat the public fairly, I am compelled to take off my hat to them and say that I do not believe that their equal exists. I believe that the idea of paying the employees a dollar for each error that they might detect in the advertising is

a thought that Mr. Selfredge originated. As far as I know, no other house has ever had the grit to thus back up their public announcements in the store.

"This store is daily visited by strangers from other cities and from smaller towns. It is our desire that these strangers shall be made to feel as much at home as possible, and we therefore ask that our ushers endeavor especially to be on the watch and pay them careful attention. It frequently occurs that strangers would be pleased to be shown through the store, and that they are, perhaps, desirous of buying merchandise which they do not know we carry. Please let these strangers have special attention, and if we find it to be sufficiently necessary we will establish a corps of guides to take them in charge and show them over the house.

"It is especially desired that all employees give careful and courteous attention to the customers who may come to the store at closing time or just before.

"The writer recently endeavored to make a purchase at one of the small stores just before closing time, and the incivility, lack of courteousness and apparent extreme haste on the part of the employees to get out of the store was, to say the least, disagreeable, and in the present instance left a very unpleasant impression in the customer's mind regarding that portion of that store's management.

"Please, therefore, let all employees see that customers who may approach the counters at this time of the day receive careful attention. The doors are closed promptly and customers are not admitted after the closing bell, consequently there is no probability of delays amounting in any way to hardship."

"While we have never insisted, as have many other stores, upon our saleswomen wearing black, we do desire that they shall appear in modest costumes, and we deprecate the use of striking colors and patterns. We should much prefer that young ladies appear in dresses which may be conspicuous for their neatness and tidiness and inconspicuous for the color and pattern of material."

These are only a few paragraphs taken here and there in the many rules which Messrs. Marshall Field & Co. apply to all their retail business methods.

Since I asked the week before last for expressions of opinion in regard to this department with the hope of getting some one to suggest how it could be made better, I have had quite a few pleasant letters on the subject. There has been one or two suggestions made, but they are not practical at the present time. Nearly all the letters are, however, very much like those I print:

Mr. Charles F. Jones, New York City:

We have read with a great deal of interest your articles under the head of store management, and would like to have your opinion on the inclosed advertisements.

C. F. Brower & Co.,
Lexington, Ky.

The advertisements inclosed are very nice as far as display and wording are concerned. They lack one thing that retail advertising should have—there is not a price mentioned in any of them. I don't believe that such advertising will do a retail store very much good. Women who are looking for bargains look at the price. Messrs. C. F. Brower & Co.'s lines are carpets, furniture and wall paper. Some people think that prices can't be used in these lines. This is a great mistake. Prices are just as much of service here as they are in any other line. In quoting prices, for instance, if you have chairs for sale, all the way from 90 cents up to \$20, pick out a particular chair that you are willing to sell at a very reasonable price. Tell all the merits of this chair and quote your price.

Messrs. Bentley, Bass & Co., of Temple, Tex., send me another one of their advertisements in the shape of a booklet. The booklet is one of the most attractive that I have recently seen, when one considers the fact that it is almost totally a mass of prices and has no illustrations. It is neatly printed and well worded. The name on the outside of the booklet is a good one. It is, "How Our Store Is Your Store." The first page of the booklet reads as follows:

We make our store your store, when we make it to your interest to come here to fill your wants.

Self-interest is one string by which we are pulling trade here. Honest treatment, another. A new, clean and light store, another. Well-bought, dependable goods, another. Close prices, another.

A year now since we cut loose from the old ox-cart, tallow-candle, back-number credit system. Business was good from the jump, it's good now, and it's still going right on up hill. Why? Simply because we are on the right track, the smooth steel rail and rock-ballasted pay-as-you-go road that leads, as the crow flies, to successful success.

SOME TYPOGRAPHICAL ERRORS.

By Sam E. Whitmire.

Just what to do when a typographical error makes a store offer an article at a lower price than the store intended to sell it for, is a very interesting question. In the New York *Sunday World* of November 14, in the advertisement of Messrs. Abraham & Strauss, a large Fulton street department store, this item appeared:

Tailor Made Suits

Tailor made Suits,
many of them
silk lined
throughout and
some with
jackets silk
lined and the
skirt lined with
percaline, in
grey mixtures
and invisible
stripes, worth
\$20.00, at
2.50 ea.



I know two ladies who paid \$1.50 each for excursion tickets from Northport, Long Island, to Brooklyn; arrived at the entrance of this store, and stood in a drizzling rain for twenty-five minutes, waiting for the doors to open so that they could secure what they believed would be a grand bargain. They were not alone. More than fifty other ladies were on hand before 8 a. m., with clippings from the *World*. When the garment department was reached the bargain seekers were informed that a mistake had been made. The firm wanted \$12.50 for the suits and refused to make a single sale at \$2.50. Within one hour more than 100 complaints had been made to the proper department and more than 100 women had left disgusted. One of the ladies from Northport walked across the street to another store and purchased \$67 worth of goods. She was particular that every person she met should know of her disappointment. It is fair to presume that every other lady who responded to the advertisement did something similar.

I say Messrs. Abraham & Strauss should have sold all they had of those particular suits at \$2.50 each. Say they had fifty and wanted \$12.50 each

for them—\$625 for all in stock. Had they sold out at \$2.50 each, they would have received \$125, and if they had intended to advertise the suits at cost, their loss would have been an even \$500. I believe if the first fifty callers had received suits just as advertised, each of those women would have bought enough goods in that store, on that day, to average \$25 each, or \$1,250. The firm would only need to make 40 per cent on those sales to clear the \$500 the first day, to say nothing of the profit that would have resulted from future transactions. Those women would have been walking advertisements for that store for years to come. Now, what is the result? There is no telling just how many people now know that the advertisement was not fulfilled.

If the firm O K'd the proof and returned it to the *World* without detecting the error, then the firm should have stood the loss. But if the *World* let the figure "1" drop out after the proof was corrected, which I am told was the case, or if the firm's correction was not made, then I am sure the *World* would have cheerfully deducted the \$500 from Messrs. Abraham & Strauss' advertising bill. I do not believe there were 100 ladies in the shopping district on November 15, the day the suits were to have been sold, who did not know of the error.

On October 24, in the New York *Sunday Journal* the advertisement of the Joseph H. Bauland Co., of Brooklyn, contained this matter:

SKIRTS. Elegant Silks in newest patterns. We offer 100 special to-morrow at 3.98
And the choice of 2,000 Skirts, made of fancy all-black and colored silks; worth 3.50, for 1.98

When the Bauland Co. O K'd the proof the item mentioning 2,000 skirts did not appear in the advertisement, neither was it in the original copy of that firm. In making up the advertisements in the *Journal* composing-room the second item was picked up from the matter set for another store, and by error placed in the Bauland advertisement. Monday there was a very strong call for the \$1.98 skirts. The cheapest silk skirt in stock was marked \$3.50. These were sold to those who asked for \$1.98 skirts at \$1.98, and a memorandum was kept of the difference, and the same was deducted from the *Journal's* bill.

In the New York *Evening World* of November 19 the advertisement of Ehrich Brothers, of Sixth avenue, contained this item:

Cards, 19c.

Copper plate and so best quality
visiting Cards, SPECIAL SAT-
URDAY.....19c

The next day 1,136 orders were taken for cards at the price printed, which was an error, as the firm intended to get 69 cents for the outfit. The mistake was overlooked in Ehrich's advertising department, but the firm stood the loss of more than \$500 rather than disappoint patrons.

Two years ago in one of the advertisements of Richards, then of 58 W. Twenty-third street, N. Y., the New York *World* printed an offer of ladies' indigo wrappers at 27 cents, when the price in the original copy was 72 cents. The error was corrected in a proof which was returned to the *World* in time for the change to be made, but it was overlooked at the *World* office. More than 600 wrappers were sold at 27 cents, and the *World* paid a bill of more than \$300 for the error.

Last January the Newark, N. J., *Freie-Zeitung* put an item offering a child's waist for 19 cents in a section about ladies' shirt waists. As there was nothing in the paragraph to show that it was a child's waist after the item was removed from under the general heading about "Children's Waists," the result was a very heavy call for ladies' waists at 19 cents. The manager of the *Freie-Zeitung* sent a number of letters to Messrs. L. S. Plaut & Co., in whose advertisement

the error occurred, acknowledging the mistake, and suggested that these be posted conspicuously in the shirt waist department. This was done, and the ladies who wanted waists at 19 cents were asked to read the letter. It satisfied many, but others went away feeling that they should have had ladies' waists for 19 cents.

There are many ways of trying to get around errors that will sometimes creep into advertisements, but none of them are satisfactory to customers. I hold that a merchant should fulfil every printed offer made over or under his name, whether it be an error or not. His name to an ad should mean as much as if signed to a bank check.

IN PHILADELPHIA.

Comparative statement of advertising (display only) published by Philadelphia morning newspapers for month of November, 1897.

	Total No. lines.
Record.....	338,642
Inquirer.....	248,106
Times.....	181,458
Press.....	172,422
Ledger.....	156,827

RECAPITULATION.

Plurality, lines in Record over Ledger	211,815
" " " " " Press	167,220
" " " " " Times	137,184
" " " " " Inquirer	90,546

"THE PHILADELPHIA RECORD."

M. F. HANSON, Advertising Manager.

WEDNESDAY, December 23d, 1897.

BY A DRUG HOUSE.

An ingenious idea has just been exploited by a down-town wholesale house in New York. Circulars have been issued in the form of engraved wedding invitations reading:

"The honor of your presence is requested to assist at the marriage of the business of Messrs. Fox, Fultz & Company to Every Retail Druggist. The ceremony is held every day in the year, at the store, No. — street."


A paragraph is added that polygamy of this kind is not only lawful, but brings contentment and prosperity to the contracting parties. No divorce suits.—*Merck's Bulletin*.

TO THOSE WHO HAVE
OLD
**FALSE
TEETH**

**WE BUY OLD or DISUSED
FALSE TEETH**

UTMOST VALUE SENT BY RETURN,
or offers made and teeth held over until
accepted. (ESTD. 1832.)

R. D. & J. B. FRASER,
PRINCES ST., IPSWICH, ENGLAND.
BANKERS' REFERENCES: Messrs. BACON & Co., IPSWICH.



A somewhat gruesome-looking display ad is that of the Frasers of Ipswich, dealers in false teeth.

THE SPHINX CLUB OF NEW YORK CITY.

The Sphinx Club is an association of men representing the various branches of advertising. Its membership is limited to fifty, only those whose business centers in New York City being eligible.



At a preliminary meeting, held at the St. Denis Hotel in March, 1896, a committee of five was appointed to prepare a scheme of organization. This committee reported a set of rules and regulations. Its report was approved, the Club was organized on July 1, 1896, and announcements were sent out for the first dinner, which was held on July 14, at 7.30 p. m., at the Waldorf Hotel. Sixteen members were present, and, at a business meeting, which preceded the dinner, the following were elected officers of the Club:

President, M. M. GILLAM,
Treasurer, CHARLES AUSTIN BATES,
Secretary, F. JAMES GIBSON,
who, with Mr. Artemas Ward, constituted the Executive Committee.

At this meeting it was determined that the objects of the Club should be twofold, viz., to bring together socially men engaged in the various branches of the advertising business, and to discuss topics of practical interest to the fraternity.

The meeting also adopted the following rules and regulations:

All branches of the advertisers' profession shall be included in the membership. Only those whose main income arises from the making or placing of advertising shall be eligible for membership. The meetings shall be held at monthly dinners, limited in price to \$4. At these dinners, announced in advance, each member shall have the privilege of bringing one guest, and the Club, through its executive, may invite five.

The dates of dinners and subjects discussed the first year of the club's existence were as follows:

- I. July 14, 1896.—Organization.
- II. October 27, 1896.—General discussion, followed by discussion of the subject, "Are

newspaper rates too high?" Suggested by Mr. Cleveland.

III. December 9, 1896.—"Should advertisers insist upon proof of circulation?" Debate opened by Mr. Bates.

IV. January 13, 1897.—"How can advertising be freed from impurity?" Mr. Ward.

V. February 30, 1897.—"How to prevent substitution." Introduced by Mr. Perine.

VI. March 10, 1897.—"The morality of selling goods without a profit." Opened by Mr. Ward.

VII. April 14, 1897.—"What is the best advertising position in newspapers and magazines?" Opened by Mr. Gibson.

VIII. May 12, 1897.—"Street car advertising." Opened by Mr. Gibbs.

Early in December, 1896, the Club received a cordial letter from the Secretary of the Ad-Writers' Club, of Washington, D. C., inviting representatives of the Sphinx Club to attend its annual banquet at the Raleigh, in Washington, the 28th of that month. Secretary Gibson and Mr. Perine accepted the invitation on behalf of the Club, and were generously entertained. Subsequently, several representatives of the Washington Club were guests of the "Sphinx."

Among guests during the year were:

The late Charles A. Dana, Col. Albert A. Pope, President Pope Mfg. Co.; Mr. Robert C. Ogden, of the firm of John Wanamaker; Mr. Samuel Bowne, of the firm of Scott & Bowne; Mr. John Brisbane Walker, *Pub'r The Cosmopolitan Magazine*; Mr. C. M. Palmer, Business Mgr. *N. Y. Journal*; Major W. J. Richards, Publisher *Indianapolis News*; Major J. B. MacLean, Pres't Canadian Press Ass'n; Mr. Herbert F. Gunnison, Manager *The Brooklyn Eagle*; Mr. R. E. A. Dorr, Publisher *Mail and Express*; Mr. Edward P. Call, Publisher *The Evening Post*; Mr. Wm. G. Thomas, of H. O'Neill & Co., and Mr. S. W. Ehrich, of Ehrich Brothers.

Two special menus were prepared during the first season, each of which displayed much care and ingenuity on the part of the artists. One was the handiwork of Mr. Hooper, the other of Mr. Gibbs. At the end of this article are reproduced some lines from Mr. Gibbs' menu.

The Club entered upon its second year with its ninth dinner, October 13, 1897, held as usual at the Waldorf Hotel. The subject for discussion was: "Extra charges for display, cuts and broken column-rules—are they right?" introduced by Mr. James O'Flaherty. Just prior to the dinner, the Annual General Meeting of the Club was held, at the same place, and the following

officers were elected for the ensuing year :

President, M. M. GILLAM.
Treasurer, W. W. HALLOCK,
Secretary, F. JAMES GIBSON,
 who, with Mr. Artemas Ward, form
 the Executive Committee.

The Club's Roster includes :

Bancroft, William, *Godey's Magazine*.
 Bates, Charles Austin, Adv. Specialist.
 Cleveland, Newcomb, Cleveland B. P. Co.
 Crawford, Hanford, James McCreery & Co.
 De Long, Jos. J.
 Derrick, Paul E., Advertising Agency.
 Dixey, Wolstan, Business Writer.
 Douglas, W. S., Ladd & Coffin.
 Drisler, Henry, Jr., Harper & Brothers.
 Dumars, Horace, *The Ladies' World*.
 Elsworth, Edward, Pres't H-O Company.
 Freeman, Wm. C., *The New York Journal*.
 Gaunt, James, Pears' Soap.
 Gibbs, Edmund D., M. Wineburgh.
 Gibson, F. James, A. A. Vantine & Co.
 Gillam, M. M., "Gillam's Service."
 Hall, Edw. Trowbridge, Rogers, Peet & Co.
 Hallock, W. W., A. N. Kellogg Co.
 Hand, Tallmadge S., J. E. Van Doren
 Spl. Ag.
 Hawkins, Willis B., *Brains*.
 Hazen, George H., *The Century*.
 Holbrook, Theodore S., Advt. Writer.
 Holly, Willis, R. H. Macy & Co.
 Hooper, Will Philip, Illustrator.
 Hoyt, Frank C., *The Outlook*.
 Jones, Charles F., Business Writer.
 Kissam George, Street Car Advertising.
 MacDonald, J. Angus, Bloomingdale Bros.
 Morrison, A. Cressy, Scott & Bowne.
 Munsey, Frank A., Publisher.
 O'Flaherty, James, Adams & Co.
 Perine, Frederick L., Hall & Ruckel.
 Phillips, Charles G., *Dry Goods Economist*.
 Presbrey, Frank, Advertising Agent.
 Remington, R. R., Advertising Agency.
 Richardson, A. Frank, Special Agency.
 Ridder, Herman, *Staats-Zeitung*.
 Rose Alfred E., J. C. Ayer Co.
 Rowell, George P., PRINTERS' INK.
 Seymour, J. Sherwood, *Com'l Advertiser*.
 Studwell, Geo. R., Street Car Advertising.
 Thorp, Edward V., Publisher.
 Wagstaff, W. H., Wagstaff & Co.
 Ward, Artemas, Sapolio.
 Wheatley, A. E., Advertisement Writer.
 White, E. C., Spanish-Amer. Newspaper Co.

Mysterious image, reared by cunning hands
 Long years ago on Egypt's burning sands,
 Thy name we borrow, knowing it will be
 Fit emblem of our own deep mystery.
 Our lips, like thine, are sealed; no tales are
 told
 Of what the ear doth hear, the eye behold.
 All things we do are sacred—no man thinks
 Of laying bare the secrets of our Sphinx.

POLITICAL ADVERTISING.

The employment of the billboard and other
 forms of outdoor displays by political cam-
 paign managers is becoming more and more
 popular. They must necessarily reach the
 people quickly and effectively, and they find
 the billboard a valuable medium for that pur-
 pose. In the Greater New York campaign
 just closed, lithographs, posters, painted
 signs and even street car displays were uti-
 lized by all factions.—*Display Advertising*.

ADVERTISING has no "principles," no fixed
 rules, and, contrary to the recently advanced
 idea, is in no sense a science.—*Ad Book*.

THEY'RE ENGLISH.

I.

Mrs. Newrich—I never can remember how
 many cards to leave when calling.

Old Gentleman—The rules are very sim-
 ple, madam. You hand one to the servant,
 and then, on departing, leave as many on the
 plate as there are adult members of the fam-
 ily, adding two of your husband's cards, and
 occasionally dumping in a few more for good
 measure. Do not be niggardly in dealing
 out cards, as that suggests vulgar poverty.

"I am very much obliged. Are you a
 professor of etiquette?"

"No, madam. I am Mr. Bristol, the card
 manufacturer."—*Pearson's Weekly*.

II.

The Stranger (at newspaper office)—Here is
 a health article on fresh air, telling people
 about the dangers of impure air and the
 necessity of keeping windows open at night,
 besides opening the doors and ventilating the
 room several times during the day. I hope
 you will print it.

Editor—Certainly, sir; I'm always glad to
 be of service to humanity. Much obliged. It
 will be in to-morrow.

Same Stranger (in drug store)—I am agent
 for Dr. Cureall's cough, cold and catarrh eradi-
 cator, and I advise you to lay in a big stock.
 —*Tit-Bits*.

III.

Some of the restaurants have bills of fare
 with the fly-leaf covered with advertisements
 of various business houses. A man took a
 seat behind one of them, when a waiter ap-
 peared with "What will you have, sir?" To
 the utter confusion of the waiter he leisurely
 remarked:

"You may fetch me a new set of teeth in
 gutta-percha; an improved sewing machine
 with patent lockstitch; a box of bilious
 pills, and a pair of No. 7 French boots."

In a moment the waiter replied, "We do
 not furnish those articles."

"Then what have you got them on the bill
 of fare for?" retorted the customer.—*Tit-
 Bits*.

IV.

Mrs. Blockley—John, do you know that
 Royal Worcester vase I bought yesterday for
 a pound? Well, they reduced them to ten
 shillings this morning.

Mr. Blockley—Then you are ten shillings
 out of pocket by not waiting?

Mrs. Blockley—No, only five. I went
 down to-day and bought another one for ten,
 making two of them averaging fifteen shil-
 lings each.—*Tit-Bits*.

V.

Mrs. Cobwigger—I've been reading an ar-
 ticle entitled, "Will the New Woman
 Smoke?" What do you think, my dear?

Cobwigger—If she does, she'll soon die
 out.

Mrs. Cobwigger—How so?

Cobwigger—Because she'll buy bargain
 counter cigars at 25. 12½d a box.—*Tit-Bits*.

VI.

"Why have you moved into town from the
 suburbs? I thought you were so nicely sit-
 uated out there?"

"We were; but my wife wanted a chance
 to occasionally be among the first to reach
 the big shops on bargain days."—*Answers*.

MUST HOE HIS OWN WAY.

Every advertiser must hoe his own row in
 his own way, but the experience of others
 will reveal many short cuts.—*Advertising
 Experience, Chicago*.

The *Massachusetts Editor*, published in North Adams by a man from Michigan, is at present engaged in pointing out improved methods for the publication of newspaper directories. This is done in the supposed interest of a combination of New England newspapers known as "The Suburban Press Association." Among the one hundred and thirty-eight members of this association only seventeen allow their circulations to be made known. It was this association that recently resolved, at a meeting in Boston, that the methods of the American Newspaper Directory are "BENEATH CONTEMPT." It is a good commentary on the methods of the papers belonging to this association that its chosen teacher and mouthpiece, when he prepared a report of the circulation of his own daily paper (the North Adams *Transcript*) for the instruction of the editor of the American Newspaper Directory, fell short in three particulars of making his report what it ought to have been.

First, his report covered only six months, while it should have been for a year.

Second, his report told, not the actual issues, but assumed to say what was the average issue without exhibiting the figures by which the average was arrived at.

Third, his report, instead of being signed with a pen, so that the signature might be verified, was signed with a hand-stamp.

When the Directory editor pointed

out what appeared to be blemishes in his otherwise excellent report, the Massachusetts editor from Michigan, instead of correcting the features that were thought faulty, merely wrote across the face of the communication the word "ROT" or "Rat" (as exhibited in the fac-simile that heads this page), and this statement he did not even sign with a hand-stamp.

There are three classes of newspaper publishers. First, those who believe an advertiser is entitled to know their circulation. The N. E. Suburban Press Association claims to have seventeen members of this class. Second, those who wish to have an advertiser *think* that they wish to have their circulation known. The Massachusetts editor and owner of the North Adams *Transcript* is of this class, and possibly sixty of the other members of the Suburban Press Association. The third class is composed of those who believe that the circulation is a private matter that concerns no one but themselves. Perhaps there may be sixty of this sort in the Suburban Press Association, for publishers drift naturally into this class when their issues become very small, and of the one hundred and thirty-eight papers named as members of this Association, there are sixty-eight, or one less than an even half, that do not print average editions so large as a thousand copies. Publishers who criticise the American Newspaper Directory are pretty uniformly of the class "who think that concealment is better than telling the whole truth." Of these there appear to be exactly one hundred and twenty-one in the famous Suburban Press Ass'n, that holds monthly meetings in Boston.

The *Massachusetts Editor* is having a controversy with George P. Rowell & Co. concerning the American Newspaper Directory and the alleged unfairness of the rating of newspaper circulation. It has been our observation that the paper which was honest in giving its circulation in form as required by the Directory has never had cause for complaint. The paper which does not do this, either from neglect or dishonest motives, is the one which has a complaint to register.—*The Nebraska Editor*, October, 1897.

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

[I do not write all of these ready-made ads. They are taken wherever found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be. The matter suggested here for newspaper ads can often just as well be used on handbills or circulars.—W. D.]

No great attempt at display is made in these ready-made ads. There is not room enough, but all of PRINTERS' INK advertising pages present a perpetual object lesson in display. Any advertiser need only turn over these pages to find suitable suggestions which can be applied to the display of any of these ready-made ads.

A distinctive little trade-mark, always appearing somewhere in every ad of any concern, gives it a certain individuality, and need not take up much room even in a small ad. It might be put sometimes in one corner, sometimes in another or in the middle, or some other place in the ad. It will soon get to be like a familiar face to the public, and if the advertising is otherwise satisfactory, they will be more likely to read it for seeing the trade-mark.

Printers ought to do specially good advertising. It is a wonder they don't take more pains than they do with their display in the papers, to convince possible customers how much can be accomplished by a forcible, artistic arrangement of type.

Any Business.

De Turkey Roos' Too High.

Oh, little chillun, de worl' so wide
Dat de modders moan and sigh;
Dar's a turkey roostin' on de yuther side,
But he roos' too high—too high.

Most good things roost too high for moderate purses nowadays, but it is not so with the new stock of staple dry goods we are showing on our counters. These include dress goods, underwear, calicoes, percales, blankets, comforters, hosiery, gloves, furs, cloaks and boy's clothing. (Prices.)

Any Business.

The Wise Woman

Profits not only by her own experience but by the experience of others as well. When your friends tell you that that good tea which you enjoyed so much was bought from us, why not come and secure a pound for yourself? Wonderful Blend at 25c. a pound. Finest Ceylon 40 cents.

Hats or Any Business.

"A Fake."

You need not look in a dictionary to know that a fake is a pretension. When a man pretends to sell you a two-dollar hat for \$1.37, that hat is a fake. We won't call it a fraud; it is probably worth the price, but why say anything about the higher figure? We charge just \$2 for our "two-dollar" hats, and that is exactly what we call them. They're a good, solid, satisfactory two dollars' worth. No doubt there are other stores in town who add half a dollar to the price for the same hat. Our two-dollar hat is hand-shaped in all the popular blocks, and will look well as long as you wear it. Here are some other things which are equally worth the price.

Any Business.

Saturday Only.

We have just had made up ———, well made from the very best materials. To move them off quickly we offer them this Saturday only at the following reduced prices:

Jewelry.

You Want Gold.

When you buy an engagement or wedding ring come here and I will show you some beautiful set rings, colored gold inlaid band rings and 28k. plain rings. If you want a dainty Christmas gift you will find something here that is just the thing, and not so expensive as you would perhaps imagine in jewelry.

Any Business.

A Surprise Party.

We are having a surprise party at our store this week. Those who come are surprised at the prices for such a high grade of goods as we sell. And we must confess that the great multitude of new comers attracted by these extraordinary values is even a surprise to ourselves.

Cigars.

A "Continental."

Many things there be that a man doesn't "care a continental about." But it is not so with his cigar. It must be good, and to get it good he must buy it at a store where they know good cigars and keep them.

There are two places where "satisfaction" can always be found. In the dictionary and at Stewart's Cigar Store.

*Hardware.***HARD FACTS.**

Anything you buy of us is the way of hardware, woodenware, tinware, stoves, etc., carries our personal guarantee that it is just what we sell it for. If anything should be wrong you can bring it back and exchange it, or get your money. We have pocket-knives as cheap as five cents; from that up to a dollar and a half. Table-knives **35 cents to 84** a dozen; **a good razor for 75 cents**, and upward. Rogers' "1847" silverware; guns, revolvers and cartridges; pails, buckets, every kind of tinware and woodenware. Every stove sold by us is warranted in every particular by the manufacturers as well as ourselves. We give you a written guarantee with every stove.

*Clothing.***Irish "Froze."**

A man came into our store the other day and said he wanted an "Irish Froze" overcoat. He meant "frieze" of course. Simply got his tenses mixed; but he knew what he wanted just the same. A friend told him that we sold a genuine Irish frieze overcoat for \$10; and other overcoats at similar prices, for example:

[Goods and prices.]

to say nothing of our ready-made goods: Good winter business suits for \$15, etc., etc.

[Other goods and prices.]

Handkerchief Gossip.

Said one plain white hem-stitched linen handkerchief to another:

"I'll be blowed if I can understand how this firm can bear to part with a fine full-sized hem-stitched handkerchief like you and me for ten cents. The same thing is selling for twenty cents everywhere else in town, and we right here have been going at sixteen cents until this very week."

It was our great Special Monday Sale at which we also sell:

[Goods and prices.]

*Printing.***You Know**

Perfectly well what a pleasant impression good printing makes on you. You think more of a man and his business when he sends you a neat, tasteful letter-head or envelope. Of course all the people you do business with, or want to do business with, will have the same feeling about you if you send them something striking, original and tasteful in the way of printed matter. I make it a part of my business to put brains into my type work. Let me print your letter-heads, note-heads, billheads, envelopes, business cards, circulars, or any other printed matter, and I will give you something that will "cut ice" with the people you communicate with; and I will not charge you a big price for it either.

*Clothing.***You and Your Wife**

will both be interested in our latest-pattern suitings for gentlemen's garments. You will both appreciate the tasteful blending of non-fading colors, the strong weaves; the neat fit and style, and, above all, the prices. On our ready-wear suits we make any necessary alterations, so that they will fit you as perfectly as custom-made.

*Any Business.***An Example
In Subtraction**

for those who pay the bills. We have all-wool boys' suits, which would cost you anywhere else in town \$4, that we are selling this week for **\$2.50**. We do more subtraction of the same sort in other garments, for example:

[Prices.]

*Blacksmithing.***Your Horses' Feet**

Ought to be shod by a blacksmith who knows his business; who won't pare them all away; who knows the scientific way to nail a shoe, and can do it "ship-shape" and quickly. Bring me your colts to be shod the first time. I can do it without throwing or injuring them. My prices are: For setting and toeing, 25 cents; new shoes, 35c.

*Any Business.***There is Danger**

In dealing with irresponsible clothiers and "cheap" tailors, and when you find you have made a mistake there is no recourse. We guarantee every garment that we make to be precisely as represented, and if anything turns out wrong we will make it good.

*Any Business.***"Sawing Wood."**

One way to keep a store is to say a good deal about it. Another way is simply to make a store as good as possible; give the best materials that can be sold for the price; give attentive service; make the customer's interest your own; treat people right—say nothing and "saw wood," as they put it in the vernacular; this is the sort of advertising that we like best and follow most closely. Here are a few prices to show the kind of wood we saw.

*Lamps.***We Invite You**

To inspect our line of new, special designs in Lamps, the most exclusive showing in ——. The colors in Rhodian, Baleario and Rookwood are attractive and harmonize well with the gold plate and antique bronze. Also an extensive assortment of ——

HE FINDS CHAOS.

You are unjust to yourself and neglectful of your best interests if the writing of advertisements is left to the last minute. A man who depends on his ability to dash off a newspaper card or a circular without weighing his words, oftentimes finds that he says some very funny things. His thoughts travel so much faster than his pen is able to move that he loses his connections and the consequence is that when the matter is printed sometimes unfortunate and puzzling gaps appear.—*Exchange.*

JOYOUS REPORTEER.

"How do you write all those funny things?" asked the sweet young thing.

"With a typewriter," said the humorist by the day.

"Oh! I didn't know but that you might use some sort of copying process."—*Indianapolis Journal.*

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

KANSAS.

THE EMPORIA WEEKLY GAZETTE is credited by the American Newspaper Directory with the largest circulation of any paper in Lyon Co.

KENTUCKY.

OWENSBORO INQUIRER, daily, Sunday and Twice-a-Week, publishes more news, fresher news, and is more extensively read than any paper in Western Kentucky.

NEW JERSEY.

THE leading advertising medium of suburban New Jersey is the DAILY NEWS. A copy reaches every household, and results are unparalleled. PASSAIC DAILY NEWS, Passaic, N. J.

OHIO.

DAYTON MORNING TIMES, EVENING NEWS, WEEKLY TIMES-NEWS, 14,900 daily, 4,500 weekly. LA COSTE, New York.

YOUNGSTOWN, OHIO, SUNDAY NEWS—32 pages. Largest paper in Youngstown and Mahoning Valley. Advertisers and others—sample free. Rates 30c. inch each insertion. C. M. SHAFFER CO., Youngstown, Ohio.

OREGON.

SALEM—"If the advertiser wishes to reach with powerful influence the people of Salem, Oregon, and vicinity, he must seek the STATESMAN."—*Printers' Ink.*

SOUTH CAROLINA.

THE COLUMBIA REGISTER—daily and weekly—is the only daily paper in South Carolina giving a sworn and detailed circulation statement. (See Ayer's Directory). It is the best family newspaper published in the State. That's why it pays to advertise in THE REGISTER.

WASHINGTON.

THE "P.I."

SEATTLE POST-INTELLIGENCER. Largest circulation in the State.

WEST VIRGINIA.

WHEELING NEWS, 7,500 daily. Only English eve'g paper in city 40,000. LA COSTE, N. Y.

Displayed Advertisements.

Must be handed in one week in advance.



Increase circulation and liner ads by using our Patent COIN CARDS. 1,000 (any printing) on \$5. Larger quantities less price. STATIONERS' MFG. CO., Detroit, Mich.

THE EVENING CALL

LAFAYETTE, INDIANA.

is the best daily newspaper in America for the size of the town. It is typographically handsome, accurate and reliable. Member Associated Press. It has more home advertising and foreign advertising than any other evening paper in its field. It brings results. It is read by all classes.

Good Ads

Like good eggs may be spoiled in the SETTING. If you want your ads, circulars, booklets, etc., set or printed in a style to command attention and respect, just mail copy to WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce Street, New York.

A DESIRABLE ADVERTISING NOVELTY.

The "Monitor," a combination desk clock, daily memo., cald., pin tray and pencil rack. 3 ins. square, weighs packed for mailing, 15 oz. Any desired advertisement can be printed on clock dial and label, or in large lots on each leaf of the calendar pad. Write for circular and particulars. Single clock, \$1.25.

Ba rd Clock Mfg. Co., 140 Clinton St., Chicago, Ill.

Advertisements Catalogues Booklets Circulars

I attend to the whole business.

I am busy—busy as a nailer.

I want to keep busy because that is the time I can do the best work and the most of it. I want your work to help me keep up the high pressure.

I have been idle for a year, and have just got my hand in again, and want to make up for lost time. Remember there is no other printer anywhere who has more experience or better facilities for turning out really first-class work for up-to-date business men. If you want an advertisement, or booklet, or circular, or catalogue, I would like to hear from you. Address

WM. JOHNSTON, Manager,
10 Spruce St., New York City.

Every Merchant Should Read . . .

The Show Window

A Journal of practical Window Trimming, profusely illustrated and conveying priceless information upon all subjects pertaining to the show window. Monthly, \$1.00 per year.

1130 Caxton Building,
CHICAGO.

NEW YORK, 79 Fifth Ave.,
EDWD A. WRIGHT,
Manager.

EVERY ADVERTISER who has goods to sell to merchants, should be represented in the columns of

The Show Window

The Christmas issue of

THE ARGUS

of Albany, N. Y., will be issued on December 19th. It will be superbly illustrated in colors, and will be an exceptionally desirable advertising medium. Send in copy early.

JAMES C. FARRELL,
Business Manager,
ALBANY, N. Y.

Progressiveness Triumphant . . .

A circulation with a price based on results.

The Household Journal

Philadelphia.

Circulation 140,000 copies, proven. Price, 40c. per agate line, flat and firm. Results, 100 per cent on the investment. This for progressive advertisers. Forms close 20th preceding month.

**HOUSEHOLD JOURNAL
PUBLISHING CO.,**

8 E. Corner Ninth and Filbert Streets,
Household Journal Building,
PHILADELPHIA, PA.

HOT IRON

Should be struck before it is cold. 700,000 homes visited monthly by the five papers of **LANE'S LIST** hold more ready money than for years. Strike them now with your advertisement. \$3.00 an agate line. Information, rates, etc., on application.

LANE'S LIST, Inc., Augusta, Maine.

DO NOT

confound the character of the NICKELL MAGAZINE'S circulation with that of the 5-cent story books. It is not a mere story book; it is the only 5-cent Magazine, that is a Magazine, in the country, and its clientele is large, permanent and substantial.

Investigation
welcomed.

The Nickell Magazine,
Boston Mass.

Bridgeport, Conn.,

Has a population exceeding 65,000, and is one of the most progressive manufacturing cities in New England. To reach these people you must use

The Morning Union

THE MORNING UNION is an eight-page one-cent paper, and while selling for one cent, has a gilt edge constituency and is in no sense of the word a cheap newspaper.

THE MORNING UNION prints the telegraphic news of The New York Sun served by direct wire in its editorial rooms.

THE MORNING UNION is Bridgeport's home newspaper. It is delivered by its own carriers.

New York Representative,

HOWARD L. KELLY,
128 Tribune Building.

In re SEATTLE

8,000 Klondike prospectors outfitted at

Seattle

last spring. 50,000 more, it is estimated, will outfit here next spring.

\$3,000,000 of Klondike gold was received at

Seattle

this year. \$25,000,000 is the estimate of the Klondike production for next year. 90 per cent of this will come to SEATTLE.

Seattle

controls 90 per cent of the Alaska-Klondike trade.

The Seattle Post-Intelligencer

is the authentic source of information on Klondike and Yukon matters. It is

Seattle's

big paper, and is read everywhere in

Seattle

and

Washington.

Make your advertising contract quick.

A. FRANK RICHARDSON,
Special Eastern Representative,
Tribune Building, New York.
GEORGE U. PIPER, Manager.
S. P. WESTON, in charge of Advertising.

THE Agent's Guide

NEW YORK

Circulates everywhere.
Published nine years.
None better for Agents
or Mail Orders.

Rates, 50c. a Line.

Forms close 25th.

Put AGENT'S GUIDE on
your list.—Paper on file
at all agencies.—Sample
copy on request.

AGENT'S GUIDE,

P. O. Box 434, NEW YORK.

KLONDIKE IS IN CANADA.

The Vancouver (B. C.)

Daily and Semi-Weekly

WORLD

gives all the information as to
routes, outfitting and how to
get there. Has double the cir-
culation of any other newspa-
per published in the Northwest.
Write for particulars and sam-
ple copy.

THE WORLD,
Vancouver,
British Columbia.

Seven Years Ago

THE WHEELING News came into existence.
Since which time it has steadily advanced as a
powerful factor in West Virginia journalism.
It now occupies the enviable position of the
leading daily family newspaper in the State.
40,000 people in Wheeling alone and a quarter
of a million in the adjacent country can be
reached through the use of this paper.

DAILY, SUNDAY, WEEKLY.

The only English evening paper in Wheeling.

38 Park Row,
NEW YORK.

H. D. LA COSTE,

Eastern
Manager.

Do you answer ads?

This fashion magazine is practical and has a guaranteed circulation of 120,000 copies monthly.

Money refunded to advertisers

if results are not as claimed.

For particulars write to Advertising Manager, New Ideas Publishing Company, 267 West Broadway, New York.

Illustration of design for January cover. 30 years. Size 11 1/2 x 16 1/2 inch



ONLY THREE YEARS OLD.

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalm cxvi., 11.*

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming from HIM*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said* in its favor. What he does say, however, ought to be true—*absolutely*.

ALABAMA.

Birmingham (Ala.) *Age-Herald* (4).—One paper in a State, the Birmingham *Age-Herald* for Alabama. You have only to look at a copy. In manner, material and make-up ahead of anything in the State.

CALIFORNIA.

Sacramento (Cal.) *Record-Union* (4).—Best paper in California outside of San Francisco. That old, reliable, and in all respects first-class newspaper. A tower of strength.

COLORADO.

Denver (Colo.) *Republican* (4).—One paper in a State. The Denver *Republican* for Colorado. A matchless medium. Travels far and wide on its unquestioned supremacy. A sworn constituency founded upon the rock of public confidence.

Loveland (Col.) *Reporter* (1).—The only strictly truthful paper in Colorado.

GEORGIA.

Atlanta (Ga.) *Journal* (4).—Indorsed by the drug trade of Atlanta. A Georgia tornado. More than 23,000 copies daily and guaranteed greater than any other daily in eleven Southern States. Circulation the highest, but rates the lowest. *Weekly Journal*, 21,500.

IOWA.

Oskaaloosa (Ia.) *Journal* (9).—It stands at the head of Mahaska County newspapers in circulation and influence, both of which are bound to steadily increase.

KANSAS.

Topeka (Kans.) *Capital* (4).—One paper in a State. The Topeka *Capital* for Kansas. Pays more postage than all the Topeka papers packed together, forty-one in number. Wichita (Kans.) *Eagle* (4).—What the Bible is to the Christian religion, the Wichita *Eagle* is to Southern and Southwestern Kansas. Princess of the plains. She sits enthroned among her faithful subjects, over which she holds despotic sway.

LOUISIANA.

New Orleans (La.) *States* (4).—The afternoon leader in the Crescent City. Daily, 23,357; Sunday, 24,000; semi-weekly, 5,914; each part.

MAINE.

Augusta (Me.) *Lane's List* (1).—Monthly average for twelve months 703,992 copies. Lane's List always proves openly and publicly its monthly editions, and never failed on any issue to exceed its guaranteed circulation.

MARYLAND.

Baltimore (Md.) *Morning Herald* (4).—

EXPLANATIONS.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

Sailing serenely on the top crest. The one and only paper in Baltimore that has the courage to print its actual circulation day by day, and has done so for the past eight years, and swear to its accuracy. Daily, 31,000; Sunday, 50,000. Most for the money.

MASSACHUSETTS.

Boston (Mass.) *Living Age* (7).—We have a good circulation, clean and constantly increasing, but the prestige, the standing, the personality of the *Living Age* are what make it of peculiar worth to advertisers.

Boston (Mass.) *Traveler* (4).—A New England journalistic cyclone. Sweeps the afternoon field. With the power and prestige of 89 years behind it, it guarantees to-day the greatest circulation of any paper in New England: 68,000 daily.

MICHIGAN.

Saginaw (Mich.) *Post* (1).—Best German weekly in Michigan. Larger circulation than any other German paper in the State outside of Detroit.

MISSOURI.

Kansas City (Mo.) *Grocer's Journal of Commerce* (1).—An independent journal devoted to the commercial interests of the great West and Southwest. Guaranteed circulation 10,000 per month.

Kansas City (Mo.) *Times* (4).—An old-time favorite and still in the race. Highest grade circulation in Kansas City, and considerable of it. Sworn net average for three months ending October 1, 1897. Daily, 23,090, and twice a week, 39,058. No ancient history, but the facts of to-day. In it to stay.

St. Louis (Mo.) *Post-Dispatch* (4).—Carries weight. A powerful puller. Has every requisite, age, respectability, influence and following, and above all more copies printed and sold every day and Sunday. One paper in a city, the *Post-Dispatch* for St. Louis. The *Sunday Post-Dispatch* has smashed all records, over 100,000 copies guaranteed every issue.

NEW YORK.

Albany (N. Y.) *Press* (1).—Larger circulation than any two other daily papers published in Albany.

Albany (N. Y.) *Telegram* (1).—Circulation in Troy and vicinity exceeds that of any other paper printed.

Binghamton (N. Y.) *Leader* (4).—No going it blind if you use the Binghamton *Leader*. Most important paper in that city. Daily, 9,630; weekly, 7,340.

Floral Park (N. Y.) *Island* (1).—Long Island's representative newspaper.

Mount Kisco (N. Y.) *Recorder* (1).—It is the only newspaper printed and published in Mount Kisco, and is fully representative of the thirty villages lying all around it within a radius of ten miles.

New York (N. Y.) *Examiner* (1).—The leading Baptist newspaper.

OREGON.

Portland (Oregon) *Oregonian* (4).—One paper in a State, the *Oregonian* for Oregon.

No parallel case in the United States. More largely and religiously read, per copy printed, than any paper on the face of the earth.

NORTH CAROLINA.

Asheville (N. C.) *Daily Citizen* (1).—Leading paper of Western North Carolina.

NORTH DAKOTA.

Grand Forks (No. Dak.) *Norman* (1).—Largest circulation of any Scandinavian paper in the Northwest.

OHIO.

Cincinnati (Ohio) *Herald and Presbyter* (1).—Has the largest circulation of any Presbyterian paper published.

Cleveland (Ohio) *World* (4).—No advertiser can afford to leave out the *World* in their Cleveland calculations. Daily and Sunday both strong straight to the front.

Toledo (Ohio) *Blade* (1).—The largest weekly circulation in the United States. The largest daily circulation in Toledo and Northwestern Ohio.

PENNSYLVANIA.

Allentown (Pa.) *Chronicle and News* (1).—The best advertising medium in the Lehigh Valley.

Allentown (Pa.) *Leader* (1).—Best circulating and advertising medium in the Lehigh Valley.

Bradford (Pa.) *Star* (1).—Large and increasing circulation renders the *Star* the best advertising medium in Northwestern Pennsylvania.

Harrisburg (Pa.) *News* (2).—The only paper in this city that publishes in plain figures its average daily circulation, which in October was 8,976 copies. The *News* is the youngest paper in Harrisburg, but it has circulation to sell—not old age!

Harrisburg (Pa.) *Patriot* (1).—The only daily newspaper in Central Pennsylvania having the exclusive United Press franchise. The only daily Democratic newspaper printed at the State Capital. Best advertising medium in Central Pennsylvania.

Lancaster (Pa.) *Examiner* (1).—The leading newspaper of Lancaster County.

Littletown (Pa.) *Adams Co. Independent* (1).—The *Independent* accepts advertising on the distinct and unequivocal guarantee that its circulation in the county of Adams is greater than any other newspaper. Sworn circulation, 2,600.

New Milford (Pa.) *Advertiser* (1).—Large circulation in a prosperous agricultural district. An unsurpassed advertising medium.

Philadelphia (Pa.) *Inquirer* (1).—Over 125,000 copies sold every day.

Philadelphia (Pa.) *Item* (4).—Has stood the test of fifty years. More powerful and popular to-day than ever in its history. The tea-table favorite in a city of over 1,000,000 people, with a circulation greater than all the other six evening papers combined. The *Sunday Item*—only one-cent Sunday newspaper on earth. Limited to twenty pages.

Philadelphia (Pa.) *Progressive Agent* (1).—The *Progressive Agent* makes a specialty of reaching agents and mail-order people, and its 25,000 circulation is for this reason equivalent to ten times the amount of ordinary advertising.

Pittsburg (Pa.) *Press* (4).—Carried more business in '96 and '97 than any other Pittsburg daily. True of the six straight secular days, day in and day out for the past two years, both daily and classified. It means a good name at home and a medium of merit from which there is no escape. To "get there" quickly and cheaply you must use it. Scranton (Pa.) *Truth* (1).—Largest circulation outside Philadelphia and Pittsburg.

Sworn circulation over 14,000 copies daily. Largest daily circulation on the D., L. & W. line between New York City and Buffalo. An independent afternoon newspaper.

Titusville (Pa.) *Herald* (1).—The *Daily Herald* is delivered at over 1,500 homes in the city of Titusville. The *Weekly Herald* is delivered at over fifty post-offices nearby Titusville.

Williamsport (Pa.) *Sun* (1).—Only daily newspaper in Williamsport making affidavit to its circulation.

SOUTH CAROLINA.

Charleston (S. C.) *News and Courier* (1).—Largest circulation in the Cotton States.

Charleston (S. C.) *Post* (1).—Twice the circulation of any other afternoon paper in South Carolina. It covers Charleston, S. C., as a hen does her chicks.

TENNESSEE.

Athens (Tenn.) *Post* (1).—The only Democratic paper in McMinn and Meigs Counties, and a representative Democratic paper of East Tennessee.

Chattanooga (Tenn.) *Times* (1).—The Chattanooga *Daily Times* (established in 1869 and appearing daily for twenty-eight years) is one of the most largely circulated Tennessee newspapers. It is the only morning daily at Chattanooga, a city of 50,000 population, and the only daily morning paper in the vast scope of country between Nashville, Tenn., Atlanta, Ga., Birmingham, Ala., and Knoxville, Tenn. It has the commanding circulation from Lexington, Ky., to Meridian, Miss., in Middle and throughout East Tennessee, North Alabama, Western North Carolina, North Georgia and Southwestern Virginia, a territory containing over two hundred and fifty towns, with an aggregate population of over two millions.

Nashville (Tenn.) *Southern Stock Farm* (1).—Circulation 8,000. Claim what we have, and have what we claim; no more, no less. Circulates principally in Tennessee, Georgia, Alabama and Mississippi.

TEXAS.

Houston (Texas) *Post* (4).—Leads the Texas procession. Actual and honest. Daily, 11,461; Sunday, 19,917, and semi-weekly, 19,983, each part. Carries more "want" ads than all the other Texas dailies combined. That tells the tale.

Houston (Texas) *Press* (1).—The Houston *Weekly Press* is the successor of twenty-two generally circulated papers and including the *National Reformer*, *Girls' Own Paper*, *National Alliance*, *Reporter*, *News*, *Magnolia*, etc., and enjoys one of the best circulations. Circulation books open to all.

Marshall (Texas) *Morning Star* (1).—The *Morning Star* has the largest circulation in Marshall. The *Weekly Star* has the largest circulation in Harrison County.

Mexia (Texas) *Ledger* (1).—Best advertising medium in the city.

San Antonio (Texas) *Express* (4).—A rich and prosperous section practically to itself. A winner and a dividend payer. This one paper does the whole business.

ONTARIO.

Toronto (Ont.) *Canadian Engineer* (1).—The only engineering journal in Canada, and has indisputably the largest circulation of any trade paper in Canada. It is the only trade paper in this country that produces a sworn statement of its circulation, and holds its mail sheets open always to the inspection of advertisers.

Toronto (Ont.) *World* (1).—Daily average for year, so far, 23,167. This is the largest circulation of any morning paper in Canada.

$\frac{3}{4}$ Of A Million

Circulation for Nothing.

The paid circulation of the American Agriculturist Weekly has increased so rapidly that we are pleased to announce to advertisers that for five months from January 1st, we shall print 200,000 every issue. The division will be as follows:

**AMERICAN
AGRICULTURIST**
NEW YORK.

Circulation, 90,000

Covering the Middle
and Southern States.

**ORANGE JUDD
FARMER**

WESTERN EDITION,
CHICAGO.

Circulation, 74,000

Covering the Central
and Western States.

**THE
NEW ENGLAND
HOMESTEAD**

EASTERN EDITION,
SPRINGFIELD, MASS.

Circulation, 36,000

Covering the
New England States.

Remember this means 35,000 extra circulation each week, and no advance in rates. Covers the whole country or any part of it.

The Total Circulation is

EACH **200,000** WEEK.

We make a rate for any edition separate, or the three combined. Circulations all sworn to.

Orange Judd Company,

NEW YORK,
52 Lafayette Place.

CHICAGO,
Marquette Bldg.

SPRINGFIELD, MASS.,
27 Worthington St.

In Kansas No Daily, Weekly or Semi-Weekly paper is credited with so large a circulation as that accorded THE TOPEKA SEMI-WEEKLY CAPITAL by the American Newspaper Directory.

In All America But five other Semi-Weeklies have credit for so large a circulation as is accorded by the American Newspaper Directory to

The Semi-Weekly Capital

THE WEEKLY NEWSPAPER is too slow for the progressive, up-to-date farmer, the kind of a farmer who has use for what you have to sell and money to buy it. If he is not situated so that he can conveniently take a Daily, he wants the next best thing, a Semi-Weekly paper with all the news of the world while it is fresh and interesting.

In Kansas THE SEMI-WEEKLY CAPITAL fills the popular want to perfection. It is the leading farm and family newspaper. It reaches over 1,200 post-offices and circulates in every county in the State. This is the year to reach the farmers of Kansas, and THE SEMI-WEEKLY CAPITAL is read by more of them than any paper published.

AVERAGE CIRCULATION . . . 15,877
for First Six Months of 1897,

The S. C. Beckwith Special Agency,

"THE ROOKERY," CHICAGO.

TRIBUNE BUILDING, NEW YORK.

2,800,000 Circulation

-OR-

800,000 FREE

The time for advertisers to reap a harvest from the agricultural papers is right now, and with this end in view, the publishers of

Farm AND Home

take pleasure in announcing

EIGHT ENLARGED ISSUES

COPIES

350,000

OF EACH

Beginning with the issue of January 1, and ending April 15, we shall print **350,000** copies each issue.

This is **100,000** more than each regular issue, and at **no advance** over the regular advertising rate. It means **800,000** free circulation, or a total of **2,800,000** to those who use the eight issues. The extra circulation will reach a new class of people each issue, and **positively no names duplicated** on the eight issues.

Forms will close **10 days** previous to date of issue—for instance, January 1st will close December 20. Sworn statement of circulation given.



The Phelps Publishing Co.

SPRINGFIELD, MASS.
27 Worth'ngton St.

CHICAGO, ILLINOIS.
204 Dearborn St.

**GOOD,
HONEST,
FAMILY
PAPER**

**CLEAN NEWSY
BRIGHT
ENTERTAINING**



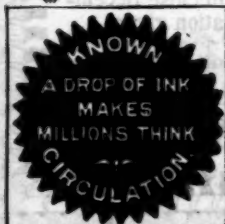
THE ELMIRA TELEGRAM

**has the Largest Circulation
of any Sunday paper in New
York State outside of the
Borough of Manhattan.**



A. FRANK RICHARDSON

**TEMPLE COURT, - - - NEW YORK
CHAMBER OF COMMERCE, - CHICAGO
RED LION COURT, FLEET ST., LONDON**



**PROFUSELY
ILLUSTRATED
AND
UP TO DATE IN
ALL RESPECTS**

**THE
KIND
THAT
ADVERTISERS
ENJOY
ALL THE
TIME**

The Leaders In Ohio

AKRON, Beacon-Journal
ASHTABULA, Beacon
BELLEFONTAINE, Index
BUCYRUS, Telegraph
CAMBRIDGE, Jeffersonian
DEFIANCE, Republican-Express
EAST LIVERPOOL, Crisis
FINDLAY, Republican
GALLIPOLIS, Journal
HAMILTON, News
IRONTON, Irontonian
KENTON, News
LANCASTER, Eagle
LIMA, Times-Democrat
MANSFIELD, News
MARIETTA, Register
MARION, Star
MASSILLON, Independent
MT. VERNON, News
NEWARK, Tribune
NORWALK, Reflector
PIQUA, Call
PORTSMOUTH, Times
SALEM, News
SANDUSKY, Register
SIDNEY, Democrat-News
SPRINGFIELD, Republic-Times
WARREN, Chronicle
WOOSTER, Republican
XENIA, Gazette and Torchlight
YOUNGSTOWN, Vindicator
ZANESVILLE, Courier.

OHIO

Furnished the "Advance Agent of Prosperity" in 1896, and . . .

OHIO

Is still able and willing to furnish other "Agents" upon request, but in

OHIO

It is the custom to ask for what you want, and usually in newspapers published in

OHIO

The politicians have had their day and the great purchasing public is now in evidence in . . .

OHIO

If the man with something to sell will only communicate with the man in

OHIO

who wants to buy, he will find the fall and winter of 1897-8 a good time, and the best way to reach the

OHIO

buyer is through the columns of the Select List of Ohio. . . .

Write each paper for rates.

**The Favorite Newspaper
in Michigan**

is now, and has been so for 64 years,

**The Detroit
Free Press**

Its constituency is the home circle. It is strong there because it has always been honest, clean, progressive and earnest. It is popular with all and therefore a profitable advertising medium.

The circulation of its respective editions is:

Daily,	-	-	36,323
Sunday,	-		47,331
Twice-a-Week,			100,495

Rates and sample copies on application
to the home office or to

R. A. CRAIG,
41 Times Building, New York City.

It's a waste of money

to advertise a poor or worthless article,
for you can't fool the people twice.

It costs us \$100

to talk to you on this page, but it's a
profitable investment because we have
a good thing to talk about. It's

Womankind

you heard of it. The paper that has
had no Napoleonic rise, but by solid
worth has grown into a paid-in-advance
circulation of **75,000**. Its subscribers
take it because it's the kind of a jour-
nal they like.

It pays advertisers.

That's the reason we bring it to ad-
vertisers' attention. It pays you. If
it doesn't pay you, it doesn't pay us to
let you use it. But it does pay.
Come in in January.

WOMANKIND, Springfield, Ohio.

PAPERS THAT PLEASE, PAY.

Falling into line

One-Cent Papers in Rochester.

ROCHESTER, Dec. 1.—The *Union and Advertiser* and *Post-Express* to-day became one-cent sheets. The cut was made by the morning papers a month ago, and now all the Rochester dailies are falling into line.

The Rochester dailies have fallen into line exactly the same as my competitors did when they found that I was in the ink business to stay. When I offered news ink at four cents a pound, and job inks in $\frac{1}{4}$ -pound cans at 25 cents a can, the old-line ink companies claimed that I could not furnish good material, but I built up such an enormous trade that they became frightened, and to offset my progress they met my prices and offered unlimited credit as an inducement to regain what they had lost. If I had not started this revolution, the prices would still be enormous, and the quality not as good as furnished nowadays. My terms are cash with order. If the goods are not found as represented, I buy them back and pay all freight charges.

Send for my new catalogue.

Address

PRINTERS INK JONSON

8 Spruce St., New York.

It's now running!



WE refer to the trolley car on the floor of our show-room. This is a full-sized, electrically equipped street car, built by the J. G. Brill Co., motor, controller and trolley by the Walker Mfg. Co., and electric heaters by the H. W. Johns Co.

Street Car Advertising :: ::

as we alone do it is practically shown. Cards are changed daily. Superiority of our method of display over all others is exemplified. Call in and see the motor work, look at the finest advertising show-room on earth, and get reliable information on Street Car Advertising from those who know how to place it properly.

GEO. KISSAM & CO.

253 Broadway,
New York.

Street Car Advertising

in its
perfection, as
placed by

Geo. Kissam & Co.

253 Broadway,
New York.



No one has handled it as well—no one can. No one has such a system or such a list of cities. "There are others," but discerning advertisers *know* who's at the top—and proposes to remain there.

Remember

that the

BROOKLYN "L"

is the pioneer road in the "City of Churches"—

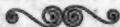
it has over twenty miles of track—the best terminal in the new bridge station—

it practically covers most of the City of Brooklyn—

it carries over double the number of passengers than any other line—

it was the first road to have REAL advertising—

That department is managed by experienced and practical men who know no place but the TOP!



Geo. Kissam & Co.

253 Broadway, New York.

This is not a paid advertisement, but represents the opinion of the editor of PRINTERS' INK.

CALIFORNIA.



Los Angeles,	Times
Oakland,	Tribune
Sacramento,	Bee
	Record-Union
San Francisco,	Examiner
	Chronicle
	Call
	Argonaut
San Jose,	Mercury

The man who would advertise to reach the people of California will get more for his money if he will spend it all with these papers than he will by dividing it up, giving these a portion and another portion to others. The advertiser can never reach everybody. He should content himself by addressing the most people he can of the best sort for the money he has at command. A good advertisement in a good paper is worth more than a poor advertisement in forty poor papers. There are other good papers in California besides those here named, but those mentioned above are the best and give advertisers greatest value for the money expended with them.